The university has received the following questions (below) from vendors. The corresponding department has provided answers for the questions provided within the allocated time to respond. The questions and answers should be considered incorporated as part of the Request for Proposals. Please see below:

1. Question: Does Texas A&M Corpus Christi currently retain an Agency of Record (AOR)? If yes, what services does the AOR provide? If no, will this be the first time Texas A&M Corpus Christi seeks to establish an AOR?

   Answer: Texas A&M University-Corpus Christi Marketing and Communications department does not currently have an agency of record. We did have an Agency of Record well over 10 years ago for an imaging campaign at that time.

2. Question: This RFP is described as a “Capital Campaign.” Are we to assume that this branding and marketing initiative is designed to grease the wheels for a fundraising campaign / ask? If yes, when is that projected to go public?

   Answer: Yes and no. We do intend for this marketing initiative to prepare the environment for a capital campaign, however that is not its sole purpose. The main goal is improving the awareness of the University in the Corpus Christi and surrounding area.

   The timeline for the public launch of the capital campaign is still in development.

3. Question: Can you share additional background regarding the Texas A&M Corpus Christi brand? Do you have a current / existing Brand Positioning or Brand Campaign? If yes, we take it you wish to move away from this? Why?

   Answer: The University has gone through several name changes. Starting in 1947, it was referred to as the University of Corpus Christi (UCC), an institution affiliated with the Baptist
General Convention of Texas. During this time, it was also nicknamed locally as the Island University. In 1973, the name changed to Texas A&I University at Corpus Christi and offered upper-level courses to junior, senior and graduate students. In 1989, it joined the Texas A&M System and was renamed Texas A&M University-Corpus Christi. In 1994, the university downward expanded, adding freshman and sophomore classes, becoming the four-year comprehensive university that it is today.

With the multiple name changes in the coastal bend community, Texas A&M-Corpus Christi still fights the public perception of being the small backyard school that once was the University of Corpus Christi.

Four years ago the “Discover Your Island” tag line was adopted by the university to distinguish ourselves as the only university on its very own island. This branding has been very successful in attracting underclassmen to the university, which has caused our enrollment numbers to soar to nearly 11,700 students. As we embark on our strategic plan for the next five years, referred to as Momentum 2020, our focus is shifting to becoming an Emerging Research University, highlighting research initiatives and attracting more students to our upper level and graduate programs. While the “Discover Your Island” brand has been successful, we are ready to move to a brand that emphasizes the cutting-edge research happening on our campus today.

4. Question: The geographic focus of this initiative was described as local to Corpus Christi. However, alumni (which we assume are dispersed) are listed as a key stakeholder group. For this reason, are you open to or interested in expanding this effort beyond Corpus Christi in a targeted manner?

Answer: For the initial phase of this campaign, we would like to focus on the Corpus Christi and surrounding area to educate the community on the economic and cultural impact having an Emerging Research University would generate; getting the people in Corpus Christi excited about what we are building here. After this initial goal is met, yes, we do intend to move beyond the Coastal Bend to engage our alumni base.

5. Question: Do you consider media buying / placement / negotiation in scope for this RFP?

Answer: The University’s marketing team would facilitate the actual media buying/placement/negotiation, but we would look for the selected company to offer insight and guidance.

6. Question: Do you consider advertising production (I.E. photography, videography, radio production etc.) in scope for this RFP?

Answer: No, we anticipate production expenses to be a separate budget.

7. Question: Do you have any thoughts as to when you would like to be in market with the new branding campaign?
Our goal is to launch the local campaign (Corpus Christi and the surrounding area) in early fall 2016.

8. Question: Has Texas A&M University-Corpus Christi ever executed an initiative of this nature before? Have you already obtained budget? If yes, can you share that information? If no, is it your intention to utilize RFP responses to determine the appropriate budget and then go to board with a budget-ask?

Answer: Yes, we have previously executed an initiative of this nature about 10-12 years ago as part of a community branding / capital campaign launch.

Our intention is to utilize the RFP responses to determine the appropriate budget for this particular initiative.

9. Question: We know this contract is for one year, but would the renewal be for subsequent years up to 2020?

Answer: This is a one-year contract to develop a campaign that could carry us through the capital campaign. There are no current plans to renew the contract but could be possible at a later date.

10. Question: Is there any concern about Texas A&M University-Corpus Christi not receiving ERU status?

Answer: No, we do not anticipate this to be an issue. We are already halfway to the goal of becoming an ERU.

11. Question: Do you have a specific budget in mind for the strategic work? What about for the monthly media spend (both online and traditional)?

Answer: We do not. We would look to the selected company to provide guidance on the breakdown of budget for these areas.

12. Question: How will you evaluate overall campaign success? Please indicate your primary metrics such as audience awareness, alumni participation, dollars raised, etc.

Answer: Audience awareness in the Coastal Bend community is our primary goal, we would look for analytics in this area to greatly measure the success of the campaign.

A secondary goal is money raised/reaching our capital campaign fundraising benchmarks.

Lastly, we are looking for an alumni participation increase of 5% in the Corpus Christi area as a benchmark for success.
13. Question: Would you consider a micro-site for this campaign?

   Answer: Yes.

14. Question: How important is it for the selected firm to have a presence in the State of Texas? per page 7 3.4 Proposal Requirements, D1 Respondent Information: Section VII Respondent’s Questionnaire

   Answer: Establishment of a physical presence in the State of Texas is not a requirement, nor an evaluating factor, of this RFP. However, provision of the information as requested in the RFP is required.

15. Question: Do you have any current contractual relationships with any current firms for this scope of work?

   Answer: No.

16. Question: Who do you consider to be your main competitors?

   Answer: We have several types of competitors.

   The first are competitors of political and funding support in the Coastal Bend: The Texas State Aquarium, Christus Spohn hospital network, Driscoll Children’s Hospital, United Way and other area non-profits.

   The second is our local education competitors: Del Mar Community College, and Texas A&M University-Kingsville.

   Third are our regional education competitors: University of Texas in San Antonio, Texas State University, University of Houston, University of Texas Rio Grande Valley.

17. Question: The information requested on Section VI seems to be the same information that is requested in Pricing and Delivery Schedule – Section 6. Are you requesting cost information in two separate sections?

   Answer: “Section VI” and “Pricing and Delivery Schedule-Section 6” are meant to be the same section. This information would only need to be provided once.

18. Question: When you refer to community you refer to it differently in section 2.4 and 3.4 d4. Please clarify. Is it the Corpus Christi Community or the Texas Tech community?

   Answer: The Corpus Christi Community.
19. Question: In Section 7 Respondent’s Questionnaire, page 22, in the second bullet you ask us to: “Provide a financial rating of your company and any documentation (such as a Dunn and Bradstreet Analysis) which indicates the financial stability of your company, if requested by Texas A&M University-Corpus Christi.” Do you want us to provide a Dunn and Bradstreet Analysis, or will this only be required if requested? This was not made clear in the RFP.

Answer: *This information is only required to be provided if, or when, specifically requested by TAMU-CC.*

This Document Shall be attached to and become a part of the contract documents for this project. The Addendum shall be signed for acknowledgement that you have received the Addendum # 1 and return within your proposal.

COMPANY NAME: _______________________________________________________

STREET ADDRESS: _____________________________________________________

CITY/STATE: _________________________________________________________

TELEPHONE AND FAX: ________________________________________________

SIGNATURE: __________________________________________________________

DATE: __________________________________________________________________