



Purchasing Department  
26 Journal Square, 14th Floor  
Jersey City, NJ 07306

RFP No: 02-25-26 LOMACS

Addendum No.#1

March 5, 2026

### Scope of Services Questions

1. Is the College primarily seeking strategic advisory and community outreach support, or is the selected vendor expected to execute marketing campaigns and creative production as well? **The College is primarily seeking strategic advisory and community outreach support.**
2. For deliverables such as press releases, digital materials, and media outreach, should vendors assume full production responsibility, or would this work be collaborative with the College's internal marketing team? **The selected vendor would work collaborative with the College's internal marketing team.**

### Media and Marketing Implementation Questions

3. Will the selected vendor be responsible for managing paid media campaigns (digital, radio, TV, etc.), or will the focus be on earned media, community partnerships, and outreach strategy? **All of the above.**
4. If paid media is anticipated, will media budgets be managed through this contract, or are those budgets handled separately by the College? **Those budgets are handled by the College separately.**

### Digital and Website Support Questions

5. The scope references providing technical assistance with website and digital matters. Should vendors anticipate hands-on digital management (e.g., campaign implementation, website updates), or more strategic guidance and recommendations? **Primarily strategic guidance and recommendations.**

### Engagement Structure Questions

6. Is the College envisioning a monthly advisory retainer model, or a structure that includes project-based initiatives and campaigns throughout the year? **A structure that includes project-based initiatives and campaigns throughout the year.**
7. For planning purposes, could you share the approximate scope of effort the College anticipates from the selected vendor (for example estimated hours per month or expected level of engagement) so that we can align staffing and pricing appropriately? **Coordinate quarterly meetings of the Latino Advisory Council, including the agenda design; promote coordination for Enrollment team participation; organize and support large scale programs like open houses, resource fairs and celebrations as appropriate; regular communication with the membership of the Latino Advisory council and College leadership; attend College meetings as appropriate, lead and support other outreach and cultural programs.**

### Community Outreach Goals

8. Are there specific enrollment targets or geographic communities the College is prioritizing for Latino outreach and ESL program growth? **Increase of enrollment associated with the efforts of the selected vendor.**

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