



February 12, 2019

TO: ALL VENDORS

RE: MARKETING SERVICES RFI #DO190220

Addendum "1" is hereby expressly incorporated and made part of the Marketing Services RFI #DO190220 dated February 20, 2019.

ADDENDUM 1

THIS ADDENDUM PROVIDES ANSWERS TO VENDOR QUESTIONS

Q1. Who is the incumbent?

Answer: There is no incumbent. Meaning we do not have a current vendor under contract at this time for the requested marketing services.

Q2. What current materials to you have to utilize?

Answer: Please see the attached Marketing Resources List.

Q3. Do you have videos/commercials to work with?

Answer: Please see the attached Marketing Resources List.

All other specifications remain unchanged.

BY: Cammie Ehret-Stevens
Purchasing Coordinator
Kern Community College District
Phone: 661-336-5155
Email: cammie.ehret@kccd.edu

ACCEPTANCE OF ADDENDUM #1 TO RFI #DO190220

I _____, officer for _____
Name & Title *Company*

hereby accept and agree to Addendum #1 to the Marketing Services RFI #DO190220 and agree to provide the additional requested information in the Addendum.

Signature of Vendor _____ Date _____

Signature of KCCD _____ Date _____

Upon signing, the aforementioned addendum is immediately incorporated into the RFI and service providers response to RFI.

Submit one (1) signed copy of this Addendum acceptance to:

Kern Community College District
Cammie Ehret-Stevens, Purchasing Coordinator

Fax: 661-336-5178

Email: cammie.ehret@kccd.edu

Mark subject line/envelope: RFI Addendum #1 Acceptance

If the addendum as presented is unacceptable please advise KCCD of your rejection of the addendum in writing with reasons, to the address above or by email to cammie.ehret@kccd.edu

Marketing Resources List CDE

CCCCO

CCCCO Communication, Marketing, & Branding Toolkit & Stock Photography assets

<http://doingwhatmatters.cccco.edu/CommunicationToolkit.aspx>

<http://careereducationtoolkit.cccco.edu/assets/photography/>

CCCCO Videos, Presentation Slide Archive, etc:

<http://doingwhatmatters.cccco.edu/StrongWorkforce/EventsPresentationsByAudience.aspx>

The screenshot shows the homepage of the 'Doing What Matters' website. At the top is a dark navigation bar with links: Home, Overview, Resource Map, \$200M Strong Workforce, LaunchBoard, For WEDD Grantees, For College Leadership, Events, Newsroom, and Contact. Below the navigation bar is a search area with radio buttons for 'Web' and 'Site', a search input field, and a 'Search' button. The main content area features the 'Doing What Matters' logo (California Community Colleges) and the tagline 'FOR JOBS AND THE ECONOMY'. There are three main sections: 'FOR EMPLOYERS: WORKFORCE TRAINING RESOURCES', 'FOR CTE FACULTY: INFORMATION RESOURCE HUB', and 'SUCCESS STORIES & AWARDS Workforce Recognition eShowcase'. To the right, there are social media links for Twitter (@WorkforceVan) and a 'Subscribe to eUpdates' button. Below this is a section titled 'Video Series, Events, Presentation Slide Archive and Web-Based Assistance'. Under this section, there are three sub-sections: 'Video Series for Community College CEOs and Trustees >>' with a description of videos created by the Community College League of California; 'Webinars >>' with a link to 'Curate Your Own Strong Workforce Presentation >>' and a note that a table will help with past presentations; and 'Access Web-Based Assistance >>' with a link to additional help resources.

Get Focused Stay Focused

Get Focused Stay Focused - general

<https://www.youtube.com/watch?v=j-DtYi4HSNg>

<http://www.academicinnovations.com/qfsf/>

Rudy Ramirez youtube video

http://www.focusonfreshmen.com/post/Ramirez2_FOF2015.pdf

Dain Blanton

<https://www.bing.com/videos/search?q=youtube+ramirez+get+focused+stay+focused&view=detail&mid=B7C60F21CA4B7ED85859B7C60F21CA4B7ED85859&FORM=VIRE>

Monica Carmo - referenced GSF videos

Here is a direct link to the video you are referencing:

<http://www.whatworkscareerchoices.com/success101doc.html>.

Here are a couple shorter, more succinct, videos of GFSF schools:

<http://www.academicinnovations.com/videos/Get%20Focused%20Stay%20Focused%20Sacramento.mp4>

<http://www.academicinnovations.com/videos/GFSF%20Final.mp4>

PBS Early College video

<https://www.pbs.org/newshour/show/early-college-high-school-students-pave-path-graduation>