

QUESTIONS AND ANSWERS

REQUEST FOR PROPOSALS

PROMOTIONAL SERVICES

for the

BOARD OF REGENTS, STATE OF IOWA

Posting as of May 21, 2007, 10 a.m.

1. Page 4, 6. *Requests for Clarification* – There is an error with regards to day of week and corresponding date. Please clarify the dates and times of due dates for written requests for clarification and response posting.

Answer:

REQUESTS FOR CLARIFICATION. Bidders are invited to submit written questions and requests for clarifications regarding the RFP. The questions and requests for clarifications must be in writing and received by the Board Office Contact Person (identified in Section D (1) of this RFP) before 3:00 p.m. (central daylight savings time) on **Friday**, May 18, 2007. Oral questions will not be permitted. If the questions or requests for clarifications pertain to a specific section of the RFP, the page and section number(s) must be referenced. Written responses to questions and requests for clarifications will be posted on or before 4:30 p.m. (central daylight savings time) on **Monday**, May 21, 2007 at the Board Office website <http://www2.state.ia.us/regents/index.html>. Vendors not having access to the Internet must provide the Board Office contact person with an alternative method for receipt of questions and clarifications. The Board Office's written responses will be considered part of the RFP.

2. Page 6, 11. *Proposal Review* – Please provide the scoring criteria and weighted hierarchy per criterion in regards to evaluation and contract award.
 - a. Please provide the “more detailed evaluation work sheet”.
 - b. Will proposals be opened and evaluated/scored in a public meeting or hearing? If so, when and where will the event be held?

Answer:

- a. As identified in section D.11, a more detailed evaluation work sheet may be developed. One has not been developed at this time.
 - b. The evaluation of the proposals will be handled as an administrative function within the Board Office.
2. Page 7, 17. *Small Businesses and Targeted Small Businesses* – Will proposal evaluation be weighted to provide preference to certified small businesses?
 - a. If so, how will the preference be evaluated / scored?

Answer:

The evaluation process will give consideration to small businesses and targeted small businesses.

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3. Page 8, *10. List other state communications...* - Does the quantitative number of state contractor handled by the Offeror impact response scoring?

a. If so, how?

Answer:

State government and higher education are unique types of entities. As indicated in section D.11, familiarity with the State of Iowa, the Board of Regents, and the Regent institutions is considered one of the criteria for evaluation. The number may not be as important as the understanding of state government and higher education.

4. Page 9, *Communications Objectives. Number 2* – Please provide a full list of methodologies currently available for “public investment in Regent operations”.

Answer:

Public investment in Regent operations would include, but not be limited to: legislative and gubernatorial support through state appropriations and flexible governance.

5. Page 9, *Target Audiences* – Please define the scope of “Regent institution champions”.

Answer:

To date, this term has not been fully defined. It currently includes groups such as students, staff, faculty, alumni, business and community leaders, donors, etc.

6. Page 9, *Results Include* – Will the contracted Offeror be given access to state servers for updating information on existing web sites or will additional state IT department involvement need to be coordinated?

Answer:

The Board Office maintains its own website.

7. Page 9, *Assignment* – Per the request to “suggest communications strategies to continue implementing the Iowa life/changing campaign”, please provide the current strategic plan and/or action plan of the Iowa life/changing campaign with regards to overall scope and current public communications and marketing activities.

Answer:

The sentence as published was incorrect and should read “Respondents should demonstrate their group's capabilities and thought processes and suggest communications strategies.”

The Board's strategic plan can be found at the following website:
<http://www2.state.ia.us/regents/StratPlan/stratplan2004-2009.htm>

Most public communications are included on the Regent website. The Board office does not currently have any marketing activities.

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8. Page 10, *Section G*. – How will the evaluation process be scoring the cost section provided in responses (i.e. – Total not-to-exceed cost, hourly rate, etc.)
- Will a formulaic approach be utilized to ensure Offerors' responses are evaluated on common factors in comparison to other Offerors that may have provided cost figures in another format or structure?
 - If so, please provide an overview of evaluation and the formula to be used.

Answer:

The evaluation process will give consideration to project costs as identified in section D.11.

9. Please clarify the Regents project development and approval process.
- Will the Regents provide a single contact person for the project development process?
 - Will project or creative development approval be granted by a single contact or by committee/board?
 - If a committee/board, whom will this group include? How many individuals are expected to be involved?
 - Will organization or state agencies outside of the Regents and five defined institutions be involved in any or all activities. If so, what organizations or agencies?

Answer:

The Board Office has 21 individuals. The single contact person will be the Executive Director. As chief operating officer of the Board of Regents, the Executive Director has explicit authority to enter into professional service contracts and will enlist the assistance of any professional staff within the Regent organization as necessary. Regent members will be asked to provide input. No other organization will be involved.

Please see the following Regent policy:

<http://www2.state.ia.us/regents/Policies/Chapter%203/chapter3.03.htm>

10. Addendum, *Questions and Answers, posting as of May 16, 2007; 2:00 p.m., Question #3 response* - Is it correct that the Executive Director will be the sole scorer and final decision maker in the contract award?
- To what degree will the Regent members be involved in the scoring process?

Answer:

As chief operating officer of the Board of Regents, the Executive Director has explicit authority to enter into professional service contracts and will enlist the assistance of any professional staff within the Regent organization as necessary. Regent members will be asked to provide input.

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Page 4

Posting as of May 18, 2007, 4 p.m.

1. As May 28th occurs on a holiday, are you extending the deadline to May 29th or will it need to be submitted to your offices on May 25th?

Answer:

The Board of Regents office is open on business days from 8 a.m. until 4:30 p.m. While Monday, May 28, is a state holiday, an office staff person will be available from 11 a.m. until noon on Monday, May 28, to accept proposals.

2. Is there a staff person within the Regents office assigned to marketing and/or public information?

Answer:

Not at this time.

3. Is there any available research as to the perception of the Regents in Iowa, especially as it may apply to targeted audience segments?

Answer:

Not at this time.

4. Would it be possible to review past and existing Regents marketing communications including brochures, educational packets, etc.?

Answer:

Most communications are included on the Regent website. Others may be obtained during regular business hours from the Board of Regents office at 11260 Aurora Ave, Urbandale, IA, 50322.

5. Is there any established protocol for who should serve as spokesperson for the Regents?

Answer:

The Executive Director and the Board of Regents President serve as officers of the Board of Regents. The Executive Director also serves as the chief operating officer.

6. Is there a possible interest in media training for those who would be selected to speak on behalf of the Regents?

Answer:

All proposals will be considered.

QUESTIONS AND ANSWERS

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Posting as of May 18, 2007, 2 p.m.

1. Is the deadline for submissions of Noon on Memorial Day correct? If so, will the office be staffed on that day to accept hand-delivered submissions?

Answer:

The Board of Regents office is open on business days from 8 a.m. until 4:30 p.m. While Monday, May 28, is a state holiday, an office staff person will be available from 11 a.m. until noon on Monday, May 28, to accept proposals.

2. In the assignment portion of Section F, is the reference to implementing the Iowa life/changing campaign correct?

Answer:

No, that language should be stricken from the proposal to read as follows:

Respondents should demonstrate their group's capabilities and thought processes and suggest communications strategies.

3. What is the overall budget for this initiative?

Answer:

We anticipate the costs will exceed \$25,000. Selection of the service provider will be based on a variety of criteria including, but not limited to, approach and methodology in meeting the outlined objectives, demonstrated competence, knowledge, references and unique qualifications to perform the services, in addition to offering a fair and reasonable price that is consistent with current market conditions. See section D.11 of the RFP.

4. The RFP provides guidance for time allocation only. How should out-of-pocket costs/production expenses be addressed? For example, should estimated printing costs and Web programming costs be included?

Answer:

While the RFP only provides a framework for anticipated time spent in meeting the objectives, any out-of-pocket costs/ production expenses, including printing and web programming costs should be outlined in the responses to the proposal.

5. Would the board be receptive to proposals that include a paid media component?

Answer:

All proposals will be considered.

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6. Please clarify Section D.6.

Answer:

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Posting as of May 16, 2007; 2:00 p.m.

1. On Page 9 of the proposal, under the "Results include" section, it states the proposal should include "evaluation of current documents publicly distributed by the Board of Regents." Does this just include what is available on the current website, or are their other materials we need to take into consideration?

Answer:

The terms "current documents publicly distributed" refer to all documents included on the Regent website. Other documents, such as one-page fact sheets provided to legislators during session, may also be included.

2. We see that on Page 10, there is no set budget projection for marketing and communications except 10 to 20 hours per week. Is that correct?

Answer:

This is correct. There is currently no set budget projection.

3. If chosen as one of the finalists to present, will the Contractor present to the Board of Regents members? Will others be involved? Who else might that be?

Answer:

The Executive Director will be evaluating the proposals submitted. Regent members will be asked to provide input.