



Strategic Plan 2012 - Marketing & Communications Request for Proposal (RFP)

Questions & Answers

Question: Are there any defined criteria that will be used to delineate the term “study”? We are curious how you will compare and evaluate proposal responses.

- **Answer:** This RFP is in search of your expertise in the area of creating and proposing marketing strategies. We are looking for your ideas on how you have done market research, via studies, or otherwise.

Question: Will the IDWD staff be involved in planning and evaluating the regional ASG marketing strategy? We would like to know if it would be necessary and/or appropriate to add additional dollars to cover that process.

- **Answer:** The Indiana Department of Workforce Development is the cognizant agency for the WorkOne System in Indiana, but this RFP is Region 6 specific and will be conducted and approved at the regional level. It is not necessary to add additional dollars for IDWD processes.

Question: Does the IDWD have a statewide strategic plan that is available to share with us?

- **Answer:** No, they do not.

Question: Has ASG produced a marketing plan in the past and, if so, is it currently being used?

- **Answer:** ASG has a current marketing plan and is being used. We are looking for a marketing strategy wherein the current marketing plan would be a part.

Question: Has ASG worked with an agency within the last five years? If so, who?

- **Answer:** No.

Question: What is the budget range for the deliverables? We would like to know how extensive or comprehensive your anticipation is for the study.

- **Answer:** The budget for this RFP is not available.

Question: To clarify, the selected vendor will conduct the studies as outlined in the deliverables and develop the marketing strategy. Agency time for implementation and any related media costs are not expected at this time, is that correct?

- **Answer:** Correct

Question: Will a separate RFP be issued for implementation of the marketing strategy? If so, when?

- **Answer:** This is yet to be determined.

Question: The Contract Period covers the studies to be conducted and the development of the strategy but no implementation – is this correct?

- **Answer:** Correct

Question: The Deliverables section state that they are studies, results from studies and the development of the strategy. No implementation of the strategy is indicated as a deliverable yet a breakdown of costs for implementation is required in Project Costs. As the core effort is around strategy that it is not yet developed, nor the studies on which it is based, how are RFP respondents to provide a cost breakdown for implementation of an unknown scope? What are your expectations in this regard, please?

- **Answer:** Yes, the deliverable is a marketing strategy. You have, or will research, to the best of your ability, information to present to us how your company would create and build a marketing strategy for our organization. This is what you do best.

Using the process that you go through to create a proposed marketing strategy, you would also have enough information to recommend to our organization a way in which to implement your proposed strategy.

We are looking to you, as experts in the area of creating, proposing & implementing marketing strategies, to propose to us what you know would work for us.

Question: For Deliverable 7, what specifically is desired as evidence that this has been achieved? This deliverable assumes a level of influence on the part of the partner that may not exist in practice.

- **Answer:** If this is a deliverable that you feel is unattainable based on a set of circumstances, we would like to know that and should be a part of your proposal.

Question: What is the anticipated frequency of meetings with both ASG staff and/or the Board of Directors?

- **Answer:** Please anticipate, at the most, one meeting per month with the ASG Marketing & Communications Committee, one meeting per month with the ASG Director of Marketing and one quarterly meeting with the ASG Board of Directors.
 - The Marketing & Communications Committee regularly meets on the 3rd Wednesday of the month, every other month, at the WorkOne Center in New Castle, IN.
 - The Director of Marketing is in the ASG Administrative Offices in Muncie, IN.
 - The ASG Board of Directors meets once per quarter at the WorkOne Center in New Castle, IN.

Question: The General instructions request an original bound, signed copy and one unbound copy, yet also state electronic proposals are acceptable and preferred. Do you require the hard copies if electronic is submitted?

- **Answer:** If you plan to send us your proposal via email/electronic, you do not need to mail us printed and bound copies.