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RFQ: ETWI Communication & Marketing Services

Questions and Responses

December 7, 2023

Would you please clarify what information is specifically required for the fee schedule (pg. 5)?

The Fee Schedule portion of this RFQ should describe a variety of products and hourly rates that may be utilized to complete the scope of services as outlined in the RFQ. For instance, if key personnel include Person A, it is recommended that a respondent includes Person A's hourly rate and percentage dedicated to the project, if applicable. The Fee Schedule portion of this RFQ can also be satisfied by describing a range of costs associated with a marketing project or deliverable, understanding pricing requirements are determined on a case-by-case basis. For instance, if a Promotional Video with Interviews is a proposed solution for the scope of services as outlined in the RFQ, we recommend that a respondent provides a range of costs associated with that service.

Under "Required Attachment" (pg. 5), it asks for "references from clients for which the respondent has provided similar services." I assume this is asking for the client's name, company name, and contact information. Are you also wanting a description of the project(s) and/or a testimonial statement from each client? We're happy to provide this information. We just want to make sure we give the committee what it wants and to not give information it does not want.

The References portion of this RFQ should address the client's name, company name, a point of contact's contact information, and additional information you would like the review committee to reference during their evaluation process. Adding a description and or testimonial statement from each client may allow the review committee to complete their evaluation of a response more accurately.

At the bottom of page 4 under "Background Information," it says, "Full disclosure regarding the respondent's status and verification that the applicant is not a debarred vendor." Is this covered by answering the questions on page 5 under "Professional Practice"? If not, what specifically are we supposed to provide to satisfy this requirement?

It is the request that responses are made to address each Qualification Statements, and those questions found under "Professional Practice" on pages 4 and 5. It is not necessary to provide duplicate answers if Respondent provides information in another response; however we ask that for ease of review each item has a sufficient response. Specifically, regarding debarred vendor status with Federal or State government, we ask that full transparency is provided if the Respondent company or individual has ever been a debarred vendor with those government bodies. Erroneous and false information will disqualify a response.

Can you provide any budget parameters for the proposed scope of work?

Funding for this project is provided by the NC General Assembly through the Eastern Triad Workforce Initiative (ETWI). Members of the Alamance County team with ETWI have previously designated \$100,000 for contract marketing services.

What marketing has been done to date? What have the results been?

Alamance CAP and other ETWI partners have participated in social media marketing, traditional print marketing in local newspapers and magazines, radio advertisement, and marketing within the school system and school programs, such as sporting events. Through continued effort, a gradual increase in program awareness has taken place, however this may be attributed to individual actions rather than that of marketing services. Website and social media traffic have declined, and new content creation has been reduced.

For digital marketing services, what platforms and tools are currently in use?

Alamance CAP utilizes Facebook, Instagram, Youtube, and formerly utilized Twitter to share messages. Other Alamance CAP partners, such as the Alamance-Burlington School System's Career and Technical Education program utilize Facebook and internal school-system portals for communication. Email communication is also utilized when that information is available.

● CAP website:

○ What is the intended scope of work? Is it a redesign?

The intended scope of work is to provide Career Accelerator Program website update and management services and recommend system enhancements to accomplish goals and objectives.

○ What functionality currently exists on the site?

AlamanceCAP.com is accessed through a WordPress portal that limits what information can be updated by the end user – Alamance Community College staff or other CAP leadership – without the necessity of the webmaster's involvement. A portion of this RFQ seeks to have website update and adjustability access without those similar constraints.

○ What type of maintenance are they looking for?

■ Plugin, WP Core Updates, Content Updates, Hosting?

The Alamance Cap partners are interested in website hosting, necessary and regular updates, and occasional assistance are the only forms of maintenance currently expected.

■ What do typical support tickets contain and what is their frequency in the past?

There is no record of information available to support this question.

○ Can you provide the functionality outline of the Applicant Portal?

The application portal is an information-gathering tool in a form format.

○ Does "updating the website" mean gearing the structure and content closer to the campaign the chosen partner develops?

The primary meaning of “updating the website” refers to allowing updated photographs, dates, information, and other regular content-related changes to be done in an accessible way for CAP leadership and team members. Additional recommendations will be taking into consideration.

- **Budget & timeline:**

- **Is there an expected timeline for the completion of any of the tasks outlined in the Scope of Work?**

Current funding sources require work to be accomplished or funds encumbered no later than June 30, 2024. Contracted services may or may not extend past that date.

- **Are there any events or other items on the calendar for 2024?**

Facility tours, those events which are held at participating companies to attract students, parents, and other decision-influencers to learn more about the program, are scheduled to begin on Thursday, December 7, 2023 and will continue periodically throughout the months of December 2023 and January 2024. There is a Parent Student Information Session scheduled for Thursday, January 11, 2024. Additional information sessions, supporting events (such as Manufacturing Day, Girls Take over Tech, and more), orientation, and others are in planning stages. Application deadline for Alamance CAP is always on February 15th (no matter the day of week).

- **#3 - Marketing collateral**

- **Are there requirements or expectations around the amount of marketing collateral for each channel, or are you relying on each vendor’s proposed deliverables?**

Expectations for marketing collateral will be determined on a case by case basis. Proposed deliverables and recommendations for best practices and desired outreach are encouraged.

- **With an emphasis on social media and getting the attention of younger audiences, can video be part of the mix, whether footage shot on-site, animations or both?**

We encourage the use of video and photography with existing and former apprentices, as well as on site imagery of participating companies and other partners.

- **General**

- **Will representatives from Alamance Chamber, Alamance Community College, the Alamance-Burlington School System, Alamance County’s workforce development board, and other workforce and economic development partners all be included in the decision-making and approval process?**

Representatives from the Alamance Chamber, Alamance Community College, Alamance-Burlington School System, and other workforce development partners are involved and will remain involved in both the Career Accelerator Program, its steering committee, and other ETWI partnership discussions.

- **Are they represented on the CAP steering committee?- Yes**

- **If not, will we have access to those partners to ensure their input and feedback is included? N/A**