UNT | SYSTEM
BUSINESS SERVICE CENTER

TO: **Potential Bidders**
FROM: **Carrie Stoeckert—Contracts**
DATE: **November 19, 2012**
SUBJECT: **Questions #2**
                    RFP773-13-1821-CS/UNTD Marketing and Communications

1. What is the duration of the engagement for this scope of work? *January 1, 2013-August 31, 2013*

2. Did UNT-D have previous representation in this realm, or is it a new position? *UNT Dallas did have previous representation.*

4. How engaged over time does UNT-D expect the selected respondent to be? Simply the provision of materials and procedures? Or ongoing support for crisis communications, etc. *Respondent will provide on-going support for the fundamental areas of marketing and communications.*

5. What (if any) in-person interviews, meetings, visits, etc. will be required as part of this scope of work? *In person meetings and visits would be required from time-to-time.*

6. Does UNT-D have a budget estimated for this scope of work? *UNTD does not release budget for RFP's, you are expected to give us your best proposal.*

7. With TXMAS certification, could/should we bill at our TXMAS hourly rate? *It is up to each Respondent to determine how and what to propose for this RFP.*

8. Who will this project report to? *Vice-President for University Advancement*

9. What is the existing communication team, and what is the structure of the department. For example, where do social media and crisis planning fit into the organizational structure? *Website Manager, the position of Director, Marketing and Communications is vacant and will be through August.*

10. What is the length of this contract? Is it renewable? *January through August and yes, it may be renewable.*

11. Does UNT currently have a message platform? Does it need updating or revising? *UNTD does have a message platform to some extent, however it will require some refining.*

12. Can you estimate the number of stakeholder or media events you anticipate for this project? *Most likely one per month*

13. Which UNT social media channels will be supported by this project? Do they require strategic counsel beyond content planning and development? *Social media is evolving and would be part of the consultation.*

14. Is there an existing crisis and issue management plan? *Yes*

15. What does success look like at the end of this project? *A robust internal communications plan, social media integrated into the web to help drive enrollment, strategic communications with key stakeholders, beginnings of the development of a brand platform.*

16. Are we required to sub-contract to HUB a specific volume of work or a certain percentage level of the total value of the proposal? *We do not require a specific percentage or volume of work, however you are to comply with the HUB Subcontracting Plan requirements.*

17. No specific budget is mentioned in the RFP. What are the budget constraints of this RFP? *See answer to number 5 above.*

18. Is there an incumbent agency doing this work? *No*

19. If we are awarded the contract, will there be other existing agencies that we will work with for UNTD or UNTS? *No*

20. Please confirm that the services requested in this RFP are for UNTD only, not for UNTS. *The services requested are for UNTD, however the RFP allows for other agencies to utilize without additional bidding. This would be done through a separate contract under the terms of the RFP.*

21. What is the geographic scope of these services? Local, regional, statewide, national, international? *Geographic scope of services include local, regional and state with the priority being local.*

22. What are the target audiences, markets or demographics for these marketing/communications services? *Target audiences are prospective students, civic groups, corporations, educational community.*

23. Creating stakeholder and media events by leveraging key initiatives and announcements is mentioned as one of the services desired. Should our RFP response include suggested events and/or the budget to execute and manage these events? *No*

24. Will any creative work, such as commercials, design, advertising, to come from the work on a creative brief? *That is a possibility.*

25. What specific key initiatives/events/milestones is UNTD looking to leverage? *Recommendations of 21st Century Commission and selection of a new President.*

26.
- Do you plan to employ any technology/mobile teaching solutions? If so, what?
- What innovative research and technologies are you pursuing/plan to pursue?
- What strategies do you currently have in place to recruit outstanding faculty and staff?
- What strategies do you currently have in place to recruit academically ready students?
- What alumni relations program(s) do you have in-place?
- Do you have a breakout of current student demographic and geographic data?
- Who is responsible for developing future interdisciplinary and niche programs? Is there a document that outlines this? What is the timeline to roll these out?
- What is UNTD's relationship with Dallas-area businesses? Is there any type of internship/work-study program in-place?
- What is Human Capital Encourage? Where can I find more information?
- What current strong community partnerships do you have?
- Who do you consider your key competitors?
- Where can we get more information on the key initiatives referred to third bullet point of 1.1?
- Do you have a clipping service and/or monitoring tools in place? If so, can we see a report for the past year?
- Do you have a current crisis communication plan in-place?
  In answer to the question in number 27, those specifics will be discussed with the awarded vendor.