

UNT | SYSTEM

BUSINESS SERVICE CENTER

TO: Potential Bidders
FROM: Carrie Stoeckert—Contracts
DATE: November 12, 2012
SUBJECT: Questions #1
RFP773-13-1821-CS/UNTD Marketing and Communications

1. How long is this project and how many hours, weeks, months do you foresee needs to be committed to this program?

The project is for the balance of the fiscal year which ends August 31, 2013. We would like an all-inclusive not to exceed monthly fee.

2. What is the UNTD Bypass program that is mentioned in the RFP?

The UNTD Bypass Program is a communication program which articulates key messages and communications to key stakeholders and constituent groups. (Exclusive of state legislators)

3. What department or staff members will this role report to and is this a supporting role to another department or staff member?

The role will report to the Vice-President for University Advancement. It is not a supporting role to another department or staff member.

4. Who are the key people/spokesperson involved?

The key people involved at UNTD are the VP for Advancement, the university President, and other members of the leadership team.

5. How many events do you estimate will need to be coordinated for stakeholders? In this role, would the individual be responsible for coordinating the entire event?

A minimum of two events, but there may be a few more. Members of the University Advancement staff will be available to assist.

6. Is there onsite work required, if so, where and for how many hours?

From time to time there will be onsite work, primarily meetings with key executives.

7. I am a certified HUB, do I need to subcontract out? If no, do I still need to complete the HUB Subcontracting form?

Yes, you will need to complete a HUB plan as is it based on subcontractors hired by the prime and you would be the prime.

8. I am located in Beaumont, is the committee looking for someone in the Dallas area?

For performance and cost efficiencies we would prefer someone from the DFW area.

9. Should we assume it's for 1 year or is it an ongoing contract that needs to be priced by the month?

It should be priced by the month. The contract will be assessed at the end of the fiscal year (August, 2013)

10. Are you wanting bidders just to fill in the form or do you also want us to respond to each item under scope of work? If you are wanting us to respond to how our firm would handle each line item under scope of work it would be helpful if you could provide us with budget, timeline, and desired goal of each item.

11. I could not find any reference in the RFP to providing a strategic plan, tactics or timeline; nor any request for information about the submitting agency. Are we to assume you are only requesting a price based on the specifications detailed in the RFP in section 1.1 and a HUB plan?

In the criteria section, the decision can be based on firm experience among other things. You need to review the items in section 5.1.

Answer No. 10-11 - We would like each Respondent to develop a high level plan which defines key goals, and strategies for the primary areas identified in the scope of work along with a timeline. We would also like to know of the agencies history, and experience, and bios of key individuals.

Also, in section 1.0, it says that pricing will be extended to UNTS, UNT, UNTHSC, UNTD and any other institutions of higher education interested in utilizing the agreement. What exactly does that mean?

The law allows for other state agencies to “piggy back” on other agencies contracts. For example, if you bid and hourly rate and our Denton Campus would like to utilize a portion of you services, they can without having to go out for a separate proposal.