

RFQ for PY 2022 – 23 for Public Relations – Social Media Services

Q&A

Question		Answer
1	Do you have a predetermined budget for the RFP?	No.
2	Do you have a budget for the hard cost of delivering the services such as paid advertising on social media platforms where you are looking to have a presence?	No. That would be something that if you are recommending, I would suggest that you put it in your proposal with a rough estimate and it would be considered in the overall evaluation.
3	Have you ever contracted an agency to perform the duties that you are requesting in this RFP and if so can you tell me about the operations procedures that were put in place to effectively bring the outcome to pass?	Yes. As we work with the vendor selected we would notify you of events that are coming up that we want you to cover and we would notify you of issues that we want you to deal with or things we want you to promote. How you promote them and maximizing that promotion is what we expect you the experts to do on our behalf.
4	Would there be one point of contact or would there be an entire group that we would be reporting to?	You will have a single point of contact from CSSF to make sure that the information is good and that we have one solid message that is going out.
5	What other marketing activities are you currently running right now that you can share?	For outreach, we are on the common social media platforms, Facebook, Instagram, LinkedIn, and Twitter. If you are adding things that are going to cost money, whether it is TV or Radio, I would recommend that your proposal for your costs to do these services is included and that the estimated cost for television or radio presence is separate.
6	What is your timeline for making a decision?	The submission is due February 22nd and the selection process is immediately thereafter.
7	How are you all defining success? Have you already identified some benchmarks or performance indicators that you are hoping to accomplish?	Increasing our visibility out in the market to make sure that we can increase participation.
8	What are your pressing communication challenges right now?	We need to carve out a larger market. We are looking to get the word out to increase participation, increase the people coming into our centers, attending our events and visiting our pages overall. Accessibility is key. You need to be available to attend events, record these events, and get these

		events out on our platforms in a timely manner.
9	Have you identified your stakeholders and your target audience for the campaign?	Our number one customer is our employers within Miami-Dade and Monroe counties and then it would be to our jobseekers that would need our services, then our partners.
10	Is there an addendum to this RFP?	No. Attachments such as the operational documents are posted on the website.
11	You have two different job boards, Miami-Dade and Monroe, do you have a priority as to which one you are trying to go out first with or is it kind of equally important as far as approach?	It is all Employ Florida Marketplace. The branding of one is Employ Miami-Dade and the branding of the other is Employ Monroe and it is specific to that county.
12	Was there any idea of a future where you needed the agency to actually do event management as well?	No.
13	What was your budget with your previous agency?	Budget with previous agency was \$44,148.00 per year, paid monthly.
14	How much prior notice would you be giving us before we need to send somebody out to cover events?	At least 3 days to a week in advance.
15	Would you be open to different ways of calculating success, like for instance increased activity of employers in Employ Florida, increased activity in terms of job orders through the CareerSource South Florida system or the increased jobseeker activity applications, and things like that?	Yes.
16	How many events do you have on average per week or per month?	That may vary. The summer months are a little bit more hectic with graduations of different programs, but it could be anywhere from 4 to 5 events per month.
17	Is this a renewal contract or a brand new contract or contract period?	This is a new solicitation. It is not just social media. We are looking at the public relations aspect as well.
18	So your current agency does not do all of this?	We do not have a current agency. This is a total 100% new solicitation.
19	What is your relationship with CareerSource Florida?	CareerSource Florida is the parent workforce board for the state of Florida. Under that umbrella is 24 separate individual workforce boards.
20	Would you have any support from their agency?	We sometimes partner with CareerSource Florida on events that they may be having in our area.

21	The current website lists 2014 as the date it was developed, is there a plan for a website refresh?	Yes. We are currently in the process of updating the website.
22	What is the date for that refresh, is it set?	Not as of yet, we are going through the process of looking at redesigning the website to make sure we stay within the guidelines of CareerSource Florida.
23	Does the organization currently generate blogs, podcasts or videos and if so, where are they housed?	No, we do not. We have had some special projects but we are not regular in the blog world or in the podcast world and that is something that we want to expand into. If you check on our YouTube page, we have some old pieces that were done and they are still up.
24	Do you have a brand guide currently, and if so can you provide that or tell us where we can find that?	It will be provided to the successful respondent as there are certain branding standards that are set by CareerSource Florida.
25	You said you wanted to get into podcasting for your outreach and probably for your customers and employees to listen to and understand a little bit more about the services and the benefits. Where would you like that housed?	At this time we do not have a specific location. If you have recommendations, I would certainly include that, and I would include it as an Option A, Option B.