

Questions and Answers for RFQ AED-16-0017 Public Relations

Q1	Who is the current incumbent agency for marketing and communications services? 1.1
A1	Stone Ward is the current contractor.
Q2	What are your biggest internal gaps to advancing your objectives? 2.1.C
A2	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q3	What are your biggest strengths to advancing your objectives? 2.1.C
A3	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q4	What is your current message development process for internal and external audiences? 2.1.C
A4	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q5	Who is your multichannel automation platform? 2.2K
A5	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q6	Who determines your Key Performance Indicators? 2.2L
A6	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q7	What is the rationale behind uncoupling the PR contract from the larger marketing contract? 1.1C
A7	AEDC wishes to take full advantage of the competitive bidding process and utilize the most qualified vendor for each type of service needed within the agency.
Q8	Who will serve on the evaluation team? 3.1B
A8	The evaluation committee has not yet been determined, but will consist of agency employees.
Q9	Will the evaluation team consist of private company representatives along with public/state employees? 3.1B
A9	The evaluation committee has not yet been determined, but will consist of agency employees.

Q10	Are budgets and resources allocated by priority audiences? If no, what is the formula for resource allocation by audience outreach? 1.13
A10	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q11	What do you hope to do differently in the next 5 years in your PR program from what you've done in the last 5 years? 2.1C
A11	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q12	How has the digital conversation effected AEDC's PR efforts? 2.2F
A12	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q13	Is having nationally accredited PR professionals important to AEDC? 2.2A
A13	Bidders are encouraged to submit any relevant qualifications for review.
Q14	What are your top 5 "internal" constituents or stakeholders? 2.1B
A14	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q15	At the end of the fiscal year, how does number of impressions factor in to Pr evaluation and marketing results measurement? 2.3
A15	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q16	Who currently conducts your market research? 1.1B
A16	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q17	Can you share your most current market research? If not, can you describe the research's objectives and key takeaways? 2.3
A17	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q18	What are you key performance indicators for reputation management? 2.3
A18	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.

Q19	How do you currently measure and quantify reputation management? 2.3
A19	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q20	From AEDC, who will be the primary staff person managing the PR contract? 1.2
A20	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q21	Does AEDC currently have a corporate social responsibility plan? 2.1
A21	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q22	Confidentiality agreements with clients prohibit the agency from sharing many of the elements requested on page 7, "Sample Work Submission." How should an agency entrusted with customers' private and proprietary information handle this portion of the response? 4.7
A22	Bidders are allowed to submit redacted copies of their responses as indicated in specification section 1.7.C. and the cover page of the response packet.
Q23	How do state outreach strategies align or co-exist with national and international outreach? 2.1B
A23	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q24	How do staff responsibilities and regions affect and influence AEDC's overall PR strategy and plan? 2.1C
A24	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q25	25. How are field staff integrated into AEDC's strategic marketing and communications objectives? 2.1C
A25	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q26	Can AEDC field staff be utilized as grassroots communication channels? 2.1C
A26	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q27	What PR measurement software is currently being used by AEDC or by its current PR vendor? 2.3

A27	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q28	What KPIs, benchmarks and reporting structures for PR initiatives are currently in place at AEDC or by its PR vendor? 2.2L
A28	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q29	Will new benchmarks and KPIs be established once a new vendor is selected? 2.2L
A29	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q30	What is the budget?
A30	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q31	Please clarify the due date for both RFQs.
A31	The proposal opening date and time for all three marketing RFQs (AED-16-0015, AED-16-0016, & AED-16-0017) is Friday, May 27, 2016 at 2:00 PM CST.
Q32	What are the intended goal/outcomes for this work?
A32	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q33	Who is the incumbent agency and what was their performance evaluation per the last contract? What incremental value did the agency deliver over the contractual period?
A33	Stone Ward is the current contractor. The agency does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q34	Who will manage the selection process and will it be staffed with communication professionals?
A34	The evaluation committee has not yet been determined, but will consist of agency employees.
Q35	Will the evaluation process be open to innovation and new thinking?
A35	The evaluation committee will evaluate each response based on their qualifications and experience as outlined by the specifications and response packet.
Q36	What was the metric for success for the incumbent agency?

A36	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q37	What was the budget provided to the incumbent agency?
A37	AEDC does not feel this is applicable to the qualification process. This type of discussion is expected to take place with the successful bidder after contract award.
Q38	When will the award be announced?
A38	The successful bidders for each of the three marketing RFQs (AED-16-0015, AED-16-0016, & AED-16-0017) is anticipated to be announced no later than Friday, June 3, 2016.