

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

<b>Q1</b>	Who is the current incumbent agency for marketing and communications services? 1.1
<b>A1</b>	Stone Ward is the current contractor.
<b>Q2</b>	What are your biggest internal gaps to advancing your objectives? 2.1.C
<b>A2</b>	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.
<b>Q3</b>	What are your biggest strengths to advancing your objectives? 2.1.C
<b>A3</b>	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.
<b>Q4</b>	What is your current message development process for internal and external audiences? 2.1.C
<b>A4</b>	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.
<b>Q5</b>	Who is your multichannel automation platform? 2.2K
<b>A5</b>	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.
<b>Q6</b>	Who determines your Key Performance Indicators? 2.2L
<b>A6</b>	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.
<b>Q7</b>	What is the rationale behind uncoupling the PR contract from the larger marketing contract? 1.1C
<b>A7</b>	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.
<b>Q8</b>	Who will serve on the evaluation team? 3.1B
<b>A8</b>	The evaluation committee has not yet been determined, but will consist of agency employees.
<b>Q9</b>	Will the evaluation team consist of private company representatives along with public/state employees? 3.1B
<b>A9</b>	The evaluation committee has not yet been determined, but will consist of agency employees.

<b>Q10</b>	Are budgets and resources allocated by priority audiences? If no, what is the formula for resource allocation by audience outreach? 1.13
<b>A10</b>	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.
<b>Q11</b>	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
<b>A11</b>	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.
<b>Q12</b>	How has the digital conversation effected AEDC's PR efforts? 2.2F
<b>A12</b>	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.
<b>Q13</b>	Is having nationally accredited PR professionals important to AEDC? 2.2A
<b>A13</b>	Bidders are encouraged to submit any relevant qualifications for review.
<b>Q14</b>	What are your top 5 "internal" constituents or stakeholders? 2.1B
<b>A14</b>	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.
<b>Q15</b>	At the end of the fiscal year, how does number of impressions factor in to Pr evaluation and marketing results measurement? 2.3
<b>A15</b>	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.
<b>Q16</b>	Who currently conducts your market research? 1.1B
<b>A16</b>	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.
<b>Q17</b>	Can you share your most current market research? If not, can you describe the research's objectives and key takeaways? 2.3
<b>A17</b>	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.
<b>Q18</b>	What are you key performance indicators for reputation management? 2.3
<b>A18</b>	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.

<b>Q19</b>	How do you currently measure and quantify reputation management? 2.3
<b>A19</b>	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.
<b>Q20</b>	From AEDC, who will be the primary staff person managing the PR contract? 1.2
<b>A20</b>	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.
<b>Q21</b>	Does AEDC currently have a corporate social responsibility plan? 2.1
<b>A21</b>	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.
<b>Q22</b>	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
<b>A22</b>	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.
<b>Q23</b>	How do state outreach strategies align or co-exist with national and international outreach? 2.1B
<b>A23</b>	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.
<b>Q24</b>	How do staff responsibilities and regions affect and influence AEDC's overall PR strategy and plan? 2.1C
<b>A24</b>	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.
<b>Q25</b>	25. How are field staff integrated into AEDC's strategic marketing and communications objectives? 2.1C
<b>A25</b>	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.
<b>Q26</b>	Can AEDC field staff be utilized as grassroots communication channels? 2.1C
<b>A26</b>	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.
<b>Q27</b>	What PR measurement software is currently being used by AEDC or by its current PR vendor? 2.3

<b>A27</b>	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.
<b>Q28</b>	What KPIs, benchmarks and reporting structures for PR initiatives are currently in place at AEDC or by its PR vendor? 2.2L
<b>A28</b>	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.
<b>Q29</b>	Will new benchmarks and KPIs be established once a new vendor is selected? 2.2L
<b>A29</b>	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.
<b>Q30</b>	What is the budget?
<b>A30</b>	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.
<b>Q31</b>	Please clarify the due date for both RFQs.
<b>A31</b>	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.
<b>Q32</b>	What are the intended goal/outcomes for this work?
<b>A32</b>	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.
<b>Q33</b>	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?
<b>A33</b>	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.
<b>Q34</b>	Who will manage the selection process and will it be staffed with communication professionals?
<b>A34</b>	The evaluation committee has not yet been determined, but will consist of agency employees.
<b>Q35</b>	Will the evaluation process be open to innovation and new thinking?
<b>A35</b>	The evaluation committee will evaluate each response based on their qualifications and experience as outlined by the specifications and response packet.
<b>Q36</b>	What was the metric for success for the incumbent agency?

<b>A36</b>	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.
<b>Q37</b>	What was the budget provided to the incumbent agency?
<b>A37</b>	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.
<b>Q38</b>	When will the award be announced?
<b>A38</b>	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.