

State of Arkansas Department of Human Services

710-23-0007

Attachment B

Written Questions

Instructions

This Response Template must be used for submission of written questions. All questions should provide the requested information. Those that do not, may not be answered by DHS. The Vendor may add as many lines as needed. DHS would strongly prefer the Vendor to ask multi-part questions as individual questions on separate lines.

Instructions: Complete all cells of each question asked in the Table below. Clearly identify the referenced section or text.

Question ID	Reference (page number, section number, paragraph)	Specific Language	Question	Answers
<i>Example</i>	<i>Page 7, section 1.15, C</i>	J. Vendors may submit multiple bid	<i>May vendors submit more than one bid?</i>	<i>yes See section 1.15, J</i>
1	Page 14, section 2.4, D	1. Contractor shall maximize opportunities for collaboration with other partners to conduct outreach to parents, families, community and business leaders and providers of early care and education.	Do you have specific "partners" that you would like to see included in the collaboration?	No.
2	Page 14, section 2.4, B.1	Contractor must manage the media campaign including all print, online, radio and television advertising and other public support to maximize the "fixed dollar" budget of the Division.	Within the overall budget, is there a desired ratio of labor to media buy spend?	No. Refer to Section 2.4.F of the solicitation.
3	Page 13, section 2.4, paragraph 1	DHS is seeking a fully integrated marketing and communications firm to promote Better Beginnings and increase awareness.	Are these services being provided now?	Yes
4	Page 13, section 2.4, paragraph 1	DHS is seeking a fully integrated marketing and communications firm to promote Better Beginnings and increase awareness.	If these services are being provided now, who is the incumbent and why are you seeking to change providers?	The current contract ends on June 30, 2023. The current contract has reached the maximum term of seven (7) years allowed by Arkansas Procurement Law and must be reprocured.
5	Page 13, section 2.3, A	The Contractor must be registered to do business in the State of Arkansas. For verification purposes, Contractor must submit official documentation of their active registration from the Arkansas Secretary of State's Office.	Will preference be given to an Arkansas-based agency?	Proposals will be evaluated in accordance with the criteria outlined in the Solicitation and Arkansas law.
6	Page 8, section 1.21, B	A woman-owned business is defined by Arkansas Code Annotated § 15-4-303(9) as a business that is at least fifty-one percent (51%) owned by one (1) or more women who are lawful permanent residents of this State.	Will any preference be given to a woman-owned agency?	Proposals will be evaluated in accordance with the criteria outlined in the Solicitation and Arkansas law.

7	Page 13, section 2.1, paragraph 2	The goals of the statewide campaign are to (1) inform parents about what quality early child care looks like, (2) inform the public (including community leaders and business owners/management) of the benefits of having quality child care in their communities, (3) illustrate how enrollment in high quality early care programs prepares children for school and life, (4) expand the use of subsidized child care (vouchers) in high quality settings, and (5) encourage and support provider participation in Better Beginnings.	How will you measure the success of this initiative?	<i>Refer to Section 1.1 of the solicitation that includes the goals of the statewide campaign.</i>
8	Page 13, section 2.1, paragraph 2	The goals of the statewide campaign are to (1) inform parents about what quality early child care looks like, (2) inform the public (including community leaders and business owners/management) of the benefits of having quality child care in their communities, (3) illustrate how enrollment in high quality early care programs prepares children for school and life, (4) expand the use of subsidized child care (vouchers) in high quality settings, and (5) encourage and support provider participation in Better Beginnings.	What were your most successful campaigns recently?	<i>Not Applicable to this solicitation</i>
9	Page 13, section 2.1, paragraph 2	The goals of the statewide campaign are to (1) inform parents about what quality early child care looks like, (2) inform the public (including community leaders and business owners/management) of the benefits of having quality child care in their communities, (3) illustrate how enrollment in high quality early care programs prepares children for school and life, (4) expand the use of subsidized child care (vouchers) in high quality settings, and (5) encourage and support provider participation in Better Beginnings.	Can you share links to creative or landing pages to recent campaigns mentioned above?	<i>Unknown</i>
10	Page 13, section 2.1, paragraph 2	The goals of the statewide campaign are to (1) inform parents about what quality early child care looks like, (2) inform the public (including community leaders and business owners/management) of the benefits of having quality child care in their communities, (3) illustrate how enrollment in high quality early care programs prepares children for school and life, (4) expand the use of subsidized child care (vouchers) in high quality settings, and (5) encourage and support provider participation in Better Beginnings.	Have you seen similar campaigns that you hold in high regard?	<i>Not Applicable to this solicitation</i>

11	Page 13, section 2.1, paragraph 2	The goals of the statewide campaign are to (1) inform parents about what quality early child care looks like, (2) inform the public (including community leaders and business owners/management) of the benefits of having quality child care in their communities, (3) illustrate how enrollment in high quality early care programs prepares children for school and life, (4) expand the use of subsidized child care (vouchers) in high quality settings, and (5) encourage and support provider participation in Better Beginnings.	What do you see as the biggest obstacles for your strategy/campaign?	<i>Not Applicable to this solicitation</i>
12	Page 13, section 2.1, paragraph 2	The goals of the statewide campaign are to (1) inform parents about what quality early child care looks like, (2) inform the public (including community leaders and business owners/management) of the benefits of having quality child care in their communities, (3) illustrate how enrollment in high quality early care programs prepares children for school and life, (4) expand the use of subsidized child care (vouchers) in high quality settings, and (5) encourage and support provider participation in Better Beginnings.	What are some of the biggest wins and successes of Better Beginnings to date?	<i>Not Applicable to this solicitation</i>
13	Page 14, section 2.4, B.2	Contractor must produce "not for broadcast" materials which may include informational videos that can be shown online and at community events and that can be used as resources by early care professional	Do you have existing video/photography that can be used for editing and creation or should this response include labor and resources for photo and video shoots?	<i>The response should include labor and resources for photo and video shoots.</i>
14	Page 14, section 2.4, B.3	Contractor must manage the existing Better Beginnings website and increase online presence including the use of various social media platforms including, without limitation, Facebook, Twitter, YouTube, and Instagram.	Do you have a CRM or email platform that will need to be integrated?	<i>Integration of DHS' current platform is permissible but not required. The current website is https://arbetterbeginnings.com/</i>
15	Page 14, section 2.4, B.3	Contractor must manage the existing Better Beginnings website and increase online presence including the use of various social media platforms including, without limitation, Facebook, Twitter, YouTube, and Instagram.	What CMS is the current site built on?	<i>Our current vendor developed and manages the site.</i>
16	Page 14, section 2.4, B.3	Contractor must manage the existing Better Beginnings website and increase online presence including the use of various social media platforms including, without limitation, Facebook, Twitter, YouTube, and Instagram.	We see there is a "new site tutorial" on the site, when was the site last refreshed?	<i>2022</i>

17	Page 14, section 2.4, C	Contractor must create a fresh approach that most directly reaches the target audiences and demonstrates effectiveness through proven success in previous campaigns with these audiences. For purposes of this proposal, the primary target audiences are parents, childcare providers, and community and business leaders.	Are there certain audience segments the program prioritizes or sees has the greatest need for Better Beginnings information/support?	<i>Refer to Section 1.1 of the solicitation that includes target audiences.</i>
18	Page 14, section 2.4, C	Contractor must create a fresh approach that most directly reaches the target audiences and demonstrates effectiveness through proven success in previous campaigns with these audiences. For purposes of this proposal, the primary target audiences are parents, childcare providers, and community and business leaders.	Do you have any data on the audiences mentioned above?	<i>No.</i>