

QUESTIONS AND ANSWERS to ACADEMIC OFFICE SUPPORT IN THE AREA OF COMMUNICATION OF THE COMMON CORE STATE: SOLICITATION # 14SDE0011-RFP

1. What do you perceive to be the biggest threats to the common core standards that this communications plan can guard against? Is there any particular vehicle in the upcoming legislative session or other specific threat that opposition is galvanizing around?
 - One of the biggest threats to the Common Core communications has been the state's ability to counter the negative messaging effectively.
2. Who are your strongest allies? Are you working together successfully now or do you need a stronger and/or more organized coalition?
 - There are many organizations and affiliations that support the CSDE and the Common Core State Standards. We hope proposals will address how to best partner with these supporting and supportive organizations and affiliations.
3. What are the one or two audiences that are **most important** to persuade in order for this campaign to be successful?
 - We would like for proposals to address all the RFP-listed audiences but we are seeking support most with parents/guardians/the general public and educators.
4. We are a privately held LLC and as such does not provide complete company financials – is that ok?
 - Per the RFP, some proof of financial stability should be provided; however, we do not need the complete company financials.
5. Does the CSDE give preference to Connecticut-based firms or firms with offices/ties to Connecticut?
 - Not on this proposal.
6. Are there budget parameters that proposals need to adhere to?
 - The vendor must stay within the contracted budget, which was agreed to in advance by the vendor and CSDE.
7. Do paid media development and placement costs need to be included in the proposal?
 - These costs may be included but do not need to be included within the proposal. Proposals should clearly state which costs are included within the proposed budget and which are additional.
8. Can we email the proposal or does it need to be a hard copy?
 - Per the RFP, five hard copy proposals must be received by December 6, 2013 in order for the proposal to qualify. If you'd like to supplement with an email copy, you may, but hard copies are required.
9. Is there a projected budget for the contract?
 - The budget cap for this project is \$1,000,000.

10. Page 9, section "I. Contract Period" notes that the contract period begins December 1, 2013, however, the proposal isn't due until December 6, 2013. Can the state confirm the correct contract period?
 - The CSDE hopes to execute a contract after a vendor has been selected. Our aim is for a contract to be awarded as close to December 1, 2013 as possible.
11. Page 8, section 4.b. notes references for inclusion on submittal. Is the state looking for a particular number of references?
 - There is no particular number of references needed so long as you include at least one.
12. Page 7, section 3 notes that the communications strategy will include "coordinating and executing public events:"
 - a. Has the CSDE confirmed how many public events they'd like to offer throughout the state and where these events will occur?
 - The CSDE has not confirmed the number of public events. We ask that proposals include suggestions.
 - b. Will the vendor be responsible for hosting costs and logistics, including venue rental fees and technology support to support these events?
 - Proposals should be inclusive of these costs.
13. Would CSDE like any print/marketing materials designed for direct mailing purposes?
 - The CSDE would like print/marketing materials designed but not necessarily for direct mailing.
14. Would CSDE like print materials and collateral translated into any languages other than English? If so, will this be the responsibility of the vendor?
 - Yes, Spanish translations should be included within the proposal.