

Q & A Communications Services

Bidder's Conference

12/17/2020

1. When will the Q&A be posted/shared? No later than Monday 12/21. **SWN will email to everyone that requests the Q&A and will automatically send to those that are on this meeting if we have your email.**
2. What is the anticipated budget for the first 6 months? Or if you don't have a specific budget, do you have a range or budget ceiling? If we propose a level of effort that differs from your budget expectations, will we have a chance to review and resubmit our cost estimate? **We encourage potential vendors to offer competitive pricing for services provided. We have not identified a budget range. You should be aware we are a small non-profit organization. We anticipate the potential need to negotiate both proposed services and price. However, we also reserve the right to accept any proposal as submitted for contract award.**
3. Can the electronic version of the proposal be submitted via email? If so, to what email should we send the proposal? Please confirm hard copies are still required despite shipping and COVID issues. **Yes, you may submit an electronic copy to bmiller@swnetwork.org by 4:00pm on Jan. 28. Hard copies are still required. Receiving an electronic copy and/or hard copy by the due date will satisfy receipt within the submission deadline.**
4. Please confirm you would like a separate price associated with each of the 6 components identified in section I. B: Services to be performed. **Yes, confirmed.**
5. For the price proposal, would you like us to price out the first 6 months of service? **Yes, we anticipate a 6-month contract.**
6. To get a true apples-to-apples comparison of pricing, would you consider providing a price proposal template for contractors to complete? **We do not have a price proposal template. Proposals that follow the proposal narrative guidelines provide component pricing and rate structures have been effective for the proposal review process.**

7. Is the price proposal included in the 10 page limit? **Proposals are to be 10 pages, not including attachments.**
8. What in-house skills does your staff currently have to support social media strategy? **SWN has been steadily increasing our social media skills. We are currently competent but stretched to effectively use and deploy Facebook strategies. SWN has recently created and filled a communications position that will enhance our outreach capabilities.**
9. Do you anticipate your staff will assume full control of social media execution after the contract period of performance? **That would be our goal.**
10. Previously the two platforms utilized most were Facebook and LinkedIn. Do you have preferred other platforms you would like to have a presence? **We are looking to expand the social media platforms that we use to more effectively reach our target audiences. We will be interested in the platform recommendations provided by proposers.**
11. What are your business goals? **Our goal is to increase outreach to our targeted populations, connecting more area residents with career and employment opportunities and to meet the workforce needs of our business community.**
12. What are your social media goals? **Increase our utilization of social media platforms to effectively attract more users of SWN, Workforce Center and Workforce System services.**
13. Will you share your brand guide? **I'm assuming this means fonts, colors, sizes. We will provide this to the successful proposer.**
14. To what level of detail have you defined your target audiences? **Our target audiences include out of school youth and young adults 16-24; dislocated workers, unemployed and underemployed adults, economically disadvantaged residents with residents with barriers to employment.**
15. Under this project, who is responsible for content creation? **The vendor will be responsible for content creation. SWN's internal communications team will collaboratively suggest edits, revisions and approve content.**

16. Will SWN provide tools for content creation and management, analytics, etc.? **The vendor will be responsible for content creation, management, analytics and etc. We will collaboratively share assets we currently have with the successful proposer.**
17. Part A, number 4: How does communication with stakeholders and governmental and community organizations fit within the social media strategy? **It is critical for these groups to be aware of SWN services as they are partners in our services to the community and an integral part of our outreach.**
18. Part B, number 3: What is day-to-day ownership of content? When will, and to what degree, will the SWN staff be assuming ownership of content, moderation and management, and response on social platforms? **SWN continues to build our capacity and utilization of social media. We expect the vendor to perform all aspects of the proposed services with appropriate SWN oversight and approvals. Proposed projects should include developing SWN capabilities to assume full ownership of content and the developed strategies by the end of the proposed project.**
19. Part B, number 6: How many SWN staff will need training? **We anticipate our internal team of 3-6 staff will need training.**
20. Is there an expectation of a certain number of hours per week? **We do not have specific hours per week requirement. However, we anticipate this project will require vendor staff to be engaged consistently throughout the project to perform the desired services to be performed.**
21. How will success be measured? **Growth of new customers.**
22. What is the target audience? **Mainly people needing employment.**
23. Are attachments limited? **No**