



**ADDENDUM #001
ITN 507-2023
District Marketing Services**

Date: February 21, 2023

Solicitation: ITN 507-2023 District Marketing Services

Proposals Due: March 1, 2023, at 2:00 P.M. EST

Failure to file a protest within the time prescribed in Section 120.57(3), Florida Statutes, or failure to post the bond or other security required by law within the time allowed for filing a bond shall constitute a waiver of proceedings under Chapter 120, Florida Statutes.

This Addendum provides the Board's written answers to the timely written questions received.

Question	Answer
1. We wanted to know if there are mandatory in-person meetings with regards to the District Marketing Services RFP. We ask because our agency is located in Palm Beach County.	Vendors invited to participate in negotiations will have to attend in-person negotiation sessions.
2. Is there any flexibility in your timeline to allow for additional research and stakeholder engagement?	The District will consider recommendations and modifications included in Tabs D and E of the Reply.
3. How large is your internal communications team?	The District office has three (3) full-time employees, one video producer and content creator, one (1) Spokesperson/Communications Coordinator, and one (1) Marketing Coordinator. Additionally, school and program staff manage their own social media accounts and create their own materials.
4. Are you currently working with an agency or consultant?	The District has an ongoing Professional Technical Services Agreement (PTSA) with Grova Creative who we engage for specific projects.
5. What is the budget allocated for this ITN?	As these are new services for the District, we do not have a regular recurring budget established; however, the District intends to spend no more than \$100,000.
6. In previous years, how much has the district invested in general marketing and advertising to communicate with its stakeholders? Can you provide a budget range?	The District has previously spent between \$25,000 and \$40,000 on marketing and advertising annually.
7. Is the district currently working with a communications or marketing agency? If yes, who?	Currently the District is working with Grova Creative, Comcast, and the 223 Agency.
8. Is the district currently engaged in any paid media campaigns? If yes, is the work being done in-house or by an outside agency?	Currently, no.
9. What tools do district staff use to create graphic design materials in-house? For example, do you use Adobe Suite or Canva?	District staff use Adobe Suite and Canva.

Question	Answer
10. Do you have an in-house graphic designer or team at the district level?	We currently use internal staff.
11. Does the district have an existing style guide that you can share?	While the District does have a style guide for the current school year campaign (Open the Possibilities), we do not have a District brand/logo style guide.
12. Are website analytics reports being regularly generated by the district? If yes, can you share the reports from the last six months to inform the agencies responding to the ITN?	No, the District does not have website analytics.
13. If available, can the district share existing audience research reports from recent years that can inform the agencies responding to the ITN?	The District does not have any audience research reports. We are seeking that information as part of the services provided through this ITN.
14. Can you differentiate between deliverable numbers DEL-004, DEL-005 and DEL-009 on page 13, section 2.8?	<p>DEL-004: This deliverable should be a quick-reference guide providing direction and guidance to District staff to ensure brand consistency. This guidance should include our selected logo and when to use it, including variations such as full-color, black and white, and any sub-logos; standard fonts, standard brand colors, taglines, any selected brand elements such as lines, dots, and art with explanations on when and how to use.</p> <p>DEL-005: This deliverable should provide standardized materials including new letterhead (color and black and white), several standard PowerPoint presentation templates, and other communication tools following the standards and usage guidelines.</p> <p>DEL-006: This deliverable is intended to clarify and ensure common terms are used consistently including acronyms, capitalization, spelling, and what editorial style format should be followed.</p>
15. What is a monitoring visit indicated on page 13, section 2.9?	Section 2.9 is in reference to monitoring a Vendor's performance. For example, if a Vendor is billing the District for services performed daily, the District has the right to conduct a visit to the company's worksite to ensure work is being performed. Typically, this type of visit would only be conducted if the Vendor's performance was unsatisfactory.
16. What would be considered non-compliance as indicated on page 13, section 2.9?	Non-compliance, as used in Section 2.9 of the ITN, refers to a Vendor failing to comply with the terms of the executed Contract. This could include missing deadlines, omitting required information in deliverables, failure to submit documentation of required insurance coverage, and many more.
17. What is the budget for this bid?	Please see the answer to Question #5.
18. What's been your major pain point with your current marketing providers	The District does not currently have any concerns; however, we are seeking more comprehensive services than we have in the past.
19. What are you most proud of in Leon County, Tallahassee, FL that should be a priority in the campaign.	Leon County Schools has a long history of high-performing public schools, and prides itself on safety, academics, diversity, innovation, and inclusivity with a focus on the whole child.

Question	Answer
20. From your perspective, what is the number one reason to engage in this initiative?	The District is seeking to improve communications, transparency, and trust in our county's school system in a world of increasing choices. We want to ensure that students, parents, staff, and the community continue to trust the public school system.
21. Does the Leon County Schools plan to negotiate after the contract is awarded?	Please see Section 3.3 of the ITN that describes the evaluation and negotiation process.
22. How long and what was the value of the previous contract?	Please see the answer to Question #5.
23. What communications vendors has LCS worked with in the last two years?	Please see the answer to Question #7.
24. What is the annual communications budget for LCS? If this has not been established, please share the historical budget over the last 1-2 years.	Please see the answer to Question #6.
25. Is there an incumbent agency? If so, are they eligible for an award on this ITN?	While the comprehensive services requested in this ITN are new, the District has worked with other communications and marketing firms (see the answer to Question #6). Those firms are eligible to submit Replies to this ITN, in accordance with the ITN requirements.
26. Is there an incumbent agency currently providing advertising and marketing services to Leon County School District? If so, who?	Please see the answer to Question #25.
27. What funding stream in the annual budget does Leon County School District use to facilitate the services requested in this ITN? This is a multifaceted project and in order to effectively provide the highest quality services it would be useful to know if there is a projected budget range for this project.	Please see the answer to Question #5.
28. Do the following service areas correspond to the Deliverables outlined in 2.8? a. Marketing Strategy = DEL-002 b. Data Analytics = DEL-001 c. Branding Services/Strategy = DEL-003, -004, -005, -006, -009 d. Social Media Strategy = DEL-007 e. Public Relations/Communications Strategy = DEL-008, -01	Yes, that is correct.
29. How does Leon County School District currently promote its values?	Currently, the District promotes our values through our vision, mission, and value statements and the day-to-day interaction with our schools, families, and stakeholders.
30. How does Leon County School District currently attract and retain enrolled students, educators, and support professionals?	Currently, the District attends and facilitates hiring campaigns and events, conducts enrollment marketing campaigns, and plans and shares staff and student appreciation and award events.
31. Has Leon County School District identified their current stakeholders? Who are they?	Yes, they include students, parents/families, employees, the community, and other community and government agencies.

Question	Answer
32. Does Leon County School District currently have a method for capturing market data? What is this method, and will that data be made available?	Please see the answers to Questions #12 and 13.
33. Target audiences include Pre-K, K-12, Career, Technical, and Continuing Education as well as attraction and retention of employees; do any of these target audiences take higher precedence over other? What is the order of prioritization?	<p>While all of our stakeholders are important, the District is prioritizing the services provided through this ITN on the following groups in ranked order:</p> <ol style="list-style-type: none"> 1) Pre-K-12 students and families (including CTE opportunities) 2) Adult learners including CTE and continuing education 3) LCS employees 4) Community At-Large
34. Will the awardee be responsible for delivering a plan or executing the deliverables? Or both?	The District is seeking a Vendor to use their expertise to meet the goals outlined in Section 2.5 of the ITN. The more tasks that the Selected Vendor can execute, the better value to the District.
35. Does Leon County School District intend to conduct media buying services during the base year of this contract? If so, what is anticipated start date and end date? Does Leon County School District have any flighting for best times of the year to target their intended audiences?	The District does anticipate media buying services typically in the January through March 1 st timeframe to coincide with our School Choice application window. We also would target a general enrollment audience in May to August. However, the District intends to use the data and recommendations from the Selected Vendor to drive our media buying decisions including timeframes.
36. Can the district provide a list of digital tools currently used for communication with the following stakeholder groups: a. Parents b. Students c. Staff d. Community Partners e. The Community at large	Currently, the District communicates with multiple stakeholder groups through district and school websites, district and school social media, 1095 TV, press releases, news conferences, and engaging with local media. Additionally, the District communicates with parents/families using Peachjar and listserve (emails). Employees typically receive communications via District email.
37. What software tools are currently employed by Leon County Schools for content creation?	Please see the answer to Question #9.
38. Who is responsible for photo and video content creation?	Please see the answer to Question #3.
39. What type of social media content is desired? Should social issues and opportunities for solutions be addressed?	<ol style="list-style-type: none"> 1) Social media content that meets the goals laid out in Section 2.5 of the ITN. 2) The District doesn't fully understand this question; however, social commentary is not the desired focus. Please focus on the goals listed in Section 2.5 of the ITN.
40. Will the awardee be responsible for managing Leon County School District's social media accounts?	No
41. What will be considered the Key Performance Indicators of the executed media buying services?	Please see Section 2.5 of the ITN for the District's goals.
42. What elements need to be incorporated in the new logo? What does Leon County School District like or not like about the current logo?	<ol style="list-style-type: none"> 1) The name (LCS / Leon County Schools), shades of blue, possibly the color scheme of Open the Possibilities logo, or some of the elements of Open the Possibilities. 2) It is outdated and not easily identifiable; it does not reflect our current identity.

Question	Answer
43. What is the current personality of Leon County School District and what is the goal for the new personality?	1) That is why we are doing this ITN... it is difficult to pinpoint our personality, especially since COVID, things have changed 2) Welcoming, innovative, positive and upbeat, modern... when people see it, they smile and feel inspired and feel trust.
44. What does Leon County School District like and not like about the current website?	1) Global icons, more mobile-friendly 2) Organization of content; not a lot of flexibility with the template
45. Other than Local Preference, is special consideration or are additional points awarded to veterans or any other business classification?	Small Business Enterprise (SBE) certification.

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