



RFP #03232018 Marketing and Communication Services (Early Literacy)

All questions submitted by organizations reviewing [RFP #03232018](#) were submitted by March 30, 2018. Michigan Virtual provides the answers below.

One (1) electronic copy of your proposal sent by email, one (1) printed and signed hard copy of your proposal, and a signed Non-disclosure Agreement must be delivered to the contact listed in the RFP no later than Noon, Monday, April 16, 2018. Please note that the submission of the emailed materials will be the measure of on-time delivery rather than the arrival of the printed materials.

1. Could you further define “sample key messages, primary program elements, and evaluation criteria,” item 2 on page 7.

Key messages: provide a sample of a tagline or message that will be included in copywriting for the campaign(s).

Program elements: includes necessary elements to execute on a campaign, such as video, digital media, traditional media, public relations, etc.

Evaluation criteria: How will you judge the effectiveness of these program elements to allow shifts in strategy during the campaign to maximize its efficiency?

2. To what extent are you asking for these items to be developed as part of the proposal?

We are looking for an example of your creativity and work product. We are not expecting a full campaign as part of the proposal.

3. The contract months are April 25 through September 2018 at \$5,000 to \$10,000/month? Thus, is the maximum budget \$50,000 including media?

This is the minimum budget including media. The final budget has not been finalized, but will be further refined based on recommendations from the marketing firm selected.

4. How much of the budget do you anticipate to be allocated for media expenditures?

We are flexible on the actual amount and will rely on the selected marketing firm to make a recommendation based on best practice and maximum impact.

5. Can you please clarify for me – the estimated \$5,000 - \$10,000 monthly budget, is that for consulting/agency services and media budgets combined?

Yes. There could be an increase in budget; this is the minimum amount that will be spent.

6. Do you have a ratio in mind for services vs. ad spend, or are you looking for recommendations?
We are looking for recommendations.
7. The anticipated budget is listed in monthly terms. What is the full term (or anticipated term) of this initial engagement?
The full term of the initial engagement is through September 30, 2018, which is the end of our fiscal year and the end of the grant. There may be a second engagement next fiscal year depending on fund availability.
8. A big focus of the marketing plan is to drive enrollments of the modules. Are there tangible incentives or is there accountability for teachers to enroll? Or, is this strictly elective for teachers?
While the enrollment is elective for teachers from the compliance or regulatory standpoint, there are many districts throughout the state that are making it a priority or requirement for their own teachers. There is also a law that has been passed that takes effect next year that any student that is not at grade level proficiency for reading will be held back. This adds urgency to finding solutions.
9. Does the grant have goals for teacher enrollment?
While there are not specific enrollment goals listed in the grant, there are approximately 22,000 K-3 teachers in the state. To date, approximately 2,700 teachers, or 12% have enrolled. At minimum, we would like to reach 6,600, or 30% by September 30, 2018.
10. Who is the audience for this part of the marketing and awareness plan on p. 4: "Build awareness of the Learning Essentials as the minimum tier-one instruction for each and every child, agnostic of curriculum."
The audience is K-3 school administrators including superintendents, curriculum directors, and building principals. The secondary audience is teachers.
11. How much weight will be given to firms with past experience on awareness and enrollment campaigns where Pre-K and K-3 teachers are the audience?
Proposals are not being evaluated by weighted measures, but instead a scoring rubric based on selection criteria set forth in the RFP. While experience with this specific audience may be an advantage, lack of experience with this audience should not be a deterrent for submission. Demonstration of expertise in the selection criteria and overall fit are the highest considerations for selection.
12. Is there a marketing firm that has worked with - or continues to work on, the Early Literacy Professional Learning Grant initiative?
No.

13. Is there a preliminary/internal marketing and/or communications plan, and if so, will that be made available prior to the proposal due date?

There is not. We have generated some ideas that will be shared after selection of a marketing firm.

14. Do you have brand identity documentation for logos, fonts, colors, graphics standards, etc...?

Not yet, but this documentation will be completed before the initial engagement begins. Please note that the brand identity is for Literacy Essentials, which can be viewed at literacyessentials.org and not Michigan Virtual.

15. How does "Virtual" in your brand name tie into the resources and offerings? Is it because of the online resources?

Yes.

16. What marketing automation tools do you currently use, if any? If none are being used currently, are any preferred?

Michigan Virtual uses HubSpot, but no work for Literacy Essentials marketing has been done, so we are not tied to using HubSpot as long as the outcomes are achieved.

17. For paid advertising, are there any preferred platforms?

No. We are looking for the most efficient way to reach our finite target audience.

18. Your website wasn't referenced in the deliverables section, but often website work is integral to a cohesive marketing mix. Are website updates on the table as part of the overall strategy? If so, what level of access will the vendor have to the website infrastructure?

Website updates are on the table as part of the overall strategy. There is a possibility of a separate RFQ for website work, but it could also be awarded to the same firm. If selected, the marketing firm would have the necessary access to make changes, and would be expected to work in concert with our Infrastructure and Technology team for updates.

19. What is your ultimate metric for success?

The primary metric is the number of enrollments in the modules. The secondary metric is school administrators' understanding the scope of work necessary to fully implement the School-Wide and Center-Wide Essential Instructional Practices in Early Literacy. The ultimate goal is to increase the literacy skills of all Michigan children. We realize, however, that this engagement is the beginning of a multi-year process.