**Communications RFP questions**

3-18-2021 DOE made corrections to dates that did not match in the initial application

3-19-2021 DOE made change to amount of the RFP from $60,000 to $100,000

*What is the overarching goal you are trying to achieve with this project?*

Work in conjunction with the NH Department of Education, Bureau of Student Wellness to provide, create, and modify marketing strategies to enhance the work of the DOE and the Bureau in both print, social media and other marketing strategies as agreed upon.

Related to establishing clear goals or objectives, below are questions that will inform our planning and pricing.

*Who are you trying to reach? I presume that parents and students are your primary audiences, but it looks like you also have some posts targeting educators and administrators.  Can you list all of your target audiences for the marketing and social media plan*?

Internal and external partners and stakeholders: interagency, statewide, and regional partners with a stake in children’s behavioral health, educators, administrators, support staff, parents, students, and community members

*What are you trying to accomplish by marketing to each target group?  IE, what are your goals by target audience?*

Goals will vary depending on what the exact item is. Some might be informational, some will be training related or others. We will always want to increase awareness and help to create some sort of behavioral change to increase positive social emotional wellness.

*What do you want to happen as a result of the marketing campaign?*

Depending on what we are marketing, some might be that we increase knowledge and awareness of a specific topic, or we may want people to take action and join some group. There may be more as we continue to work together.

*What does success look like to you*?

Specifics vary (see above), but overall, effective communication is timely, accessible, and useful for the audience.

Specific to the social strategy:

*What is your intent with social? EG. Reinforce your brand and*

*your value prop? Amplify content to help reach new audiences?  Offer meaningful help in*

*the decision process of taking advantage of programs offered by the Bureau?*

*Something else?*

All of the above. We tend to share a lot of resources from partners and promote their work. We also share out events, trainings, etc., both ones offered by the Bureau and by our partners.

*What goals must we plan against?*

Those will be discussions that occur as we are planning materials, social media content and marketing strategies.

*How will you measure the impact of social, i.e., what metrics will you use to gauge success?*

We could utilize Google Analytics or analytics on various social media sites. There may be other ideas to discuss as we move forward.

*How are you currently measuring the impact of social media marketing?*

Hoot suite does have some analytics we look at.

*What do you mean by “sustainability modeling” in the SOW: “...create a marketing plan...to include sustainability modeling for the OSEW team?”  (top of p4)*

Creating a strategy that our internal team can sustain over time without the needed support

Creation of consistent branding across [NHDOE](https://www.education.nh.gov/) and the [Bureau](https://www.education.nh.gov/who-we-are/division-of-learner-support/bureau-of-student-wellness)  [of Student Wellness](https://www.education.nh.gov/who-we-are/division-of-learner-support/bureau-of-student-wellness)

*What assets will we review in terms of current-state of brand consistency beyond the NHDOE public facing website?*

There was some work that was previously with branding but not yet implemented. There was also some OSEW and BSW specific branding done.   
We do have a public facing website that would require partnership with the communications director at the DOE.

*Are you expecting an analysis of all the DOE divisions for branding consistency or only the DOE umbrella brand and the Bureau of Student Wellness?*

We would be interested in both.

*Is there an existing branding style guide for DOE?*

There was some work that the Commissioner at the DOE had done previously with branding that could be shared. I don’t believe a branding guide was created but it would be helpful

*Which platform or CMS vendor do you use for your website?*  Drupal

*Are the “design images and animation” for the website*?

Yes for the Children’s System of Care Website or social media such as our YouTube channel, or interactive materials for our newsletter and other printed materials

1. *Is the Behavioral Health Portal on the OSEW page and titled OSEW Portal?*
2. No, this would be a completely independent site created for the Children’s System of Care, an interagency and cross-stakeholder group that supports children’s behavioral health across the state.
3. *Will we be able to work directly with your website vendor in the development of strategic recommendations and the execution of website elements?  For the Children’s System of Care Website a vendor would need to be selected with the contractor*
4. *There is a dashboard on the OSEW support for districts and educators website on the OSEW Toolkit hub.  Can you describe to us what that contains?*
5. The Canvas platform is our technical assistance tool; it currently acts as an interactive portal for resources and events. In the future, it may link to or house trainings/coursework. It currently does not require log in information therefore the dashboard section does not collect data.
6. *What metrics do you want to track on the behavioral health portal dashboard?  Will this dashboard be new or revamped?  If it exists, what is currently being tracked?*

That would be a discussion with the Communications Committee, which is a subgroup of the Children’s System of Care (CSOC) Advisory Council. Currently, there is no website or way to any of the information, though there was one in the past with limited access to analytics.

*Who are your stakeholders?* Internal (various state agencies) and external (community partners, schools, mental health agencies and others).

Regarding assisting with a consistent communication strategy and implementation to support the System of Care state level initiative:

*Can you give examples of the communications that will need to be shared with regards to the SoC?*

We have a wireframe ready to hand over to the awarded contractor. Initial goals are basic “identity” pages (mission, vision, SOC law and reports page, partner page), workgroup pages, an events calendar, and a home for our meeting agendas, slide decks, and notes. Eventually, it should act as a landing page to connect stakeholders to individual partner or agency resources as a hub that families and communities go to understand how individual children’s services are connected to each other and are in support of the system of care as a whole.

*What is the desired cadence of communication, ie, how often?*

The Communications Committee will need access to the backend of the site. While it will be a largely static page at first, it will need regular maintenance, including monthly notes uploads and weekly calendar updates.

*Is there a current content hub or web page on the DOE website containing this information?*

 No. Again, this is separate from the DOE, as the Children’s System of Care Advisory Council is an interagency and cross-partner group.

*How is information received by your team that must be conveyed to your stakeholders?* The Communications Committee of the CSOC Advisory Council currently sources its announcements from CSOC partners. It is a process that we would like to be strategic and accessible by anyone.

1. *Can you please confirm the proposal due date?  Is it the 9th or 29th of April*?  April 29th
2. *Please confirm whether you expect one single file submitted, as described on p5, or if you want two files submitted, a technical proposal and a pricing proposal, as described on p14.*
3. One single file is fine but the budget should be included
4. *Please confirm whether you require an electronic submission of our proposal (noted on p 4 and again on p 13 under B. Evaluation Process) or a hard copy (noted at bottom of page 13).*
5. Electronic submission