



**Request for Proposals:  
Strategic Communications for the Office of Children and Families  
Questions Submitted in Response to this RFP**

- 1. Since focus groups and surveys were used in phase one of this to develop the Reimagined Vision for Adult Education Services/Report, would the firm selected for this project be able to use sets of individuals interviewed at that stage for this research or do you want different people? We see the list of external and internal audiences you want to reach (on page 4) – if the earlier set of people in surveys and focus groups are different and cannot be used, will you work with us to develop this list of contacts or would the firm need to develop the list. That takes a lot of time to get the right people so it's good to know when we are developing our budget.**

Yes, the Adult Education team will provide a list of individuals to include in the focus groups and surveys. We would certainly hope to do this in collaboration with the selected firm as they may have suggested individuals/organizations to include.

- 2. On page 5 in the dates grid at the top of the page, the final line says "Adoption of plan by" --- is that only the messaging and strategy document; the word "plan" is not totally understood. Earlier in the RFP it states that a "marketing and communications campaign" will be developed after this research is done but not under this contract. We just want to be clear what that final deliverable would be – a messaging document or more?**

Plan was being used interchangeably with report. The final deliverable for this project is to include the strategic message or messages needed to convey the value of adult education (and what it is) to various audiences. For example, the message for philanthropy may be different than one directed at residents. The second piece, based on those audiences is to provide recommendations about ways to deliver the message/s to those specific stakeholders.