

**ROOSEVELT SCHOOL DISTRICT #66**  
**ADDENDUM #1 – Issued November 20, 2015**  
**RFP #16-08-16 for Social Media Services**

In order to have your RFP considered, it must be submitted in a sealed envelope, clearly marked RFP #16-08-16. Sealed RFP's for the services and materials specified will be received until:

**Tuesday, December 1, 2015 @ 1:30 P.M. MST**  
**District Office Board Room**  
**Roosevelt Elementary School District #66**  
**6000 South 7th Street**  
**Phoenix, Arizona 85042**

**Failure to return a signed copy of a material Solicitation Amendment or Addendum or to follow the instructions for acknowledgement of the Solicitation Amendment/Addendum shall result in rejection of the Offer.**

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## **Inquiries Submitted and Answered**

1. Whether companies from Outside USA (from India or Canada) can apply for this?
  - a. Yes
2. Whether we need to come over there for meetings?
  - a. No
3. Can we perform the tasks (related to RFP) outside USA (from India or Canada)?
  - a. Yes
4. Can we submit our proposals via email?
  - a. No
5. Your contract with Cultural Sponge is from July 2015 to December 2015, is there a reason why this contract has not been extended with the same agency?
  - a. The services were originally procured by obtaining quotes. A formal RFP is required for additional services which may exceed the procurement threshold for like services.
6. Budget: Can you supply information on a budget for this project? Is it possible to know how much the current contract has for budget and steps taken to complete?
  - a. The 6 month contract with Cultural Sponge for Social Media Services totaled \$30,000.
7. Do you have a budget range in mind for this project?
  - a. A budget for these services has not yet been established. Upon award of the contract, the District will work with the contractor to select the services desired depending on budget capacity.
8. What has your budget been in the past for social media engagement and training?
  - a. The 6 month contract with Cultural Sponge for Social Media Services totaled \$30,000.
9. Is the work outlined in this current RFP similar to the services currently being provided by Cultural Sponge?
  - a. The scope of work in this RFP is more defined than the original contract, includes training services and expands the possible social media platforms to include more than just Facebook, Twitter and Google+.
10. Have you established some baseline metrics for success? If so, would you mind sharing those with us?
  - a. Baseline metrics have not yet been established.

11. Section 9.D indicates the ability for a termination for convenience. Our minimum contract length is 4 months and a cancellation requires a 30 day notice so we would not be able to comply with this section. Is this an issue that would remove us from consideration?
  - a. Deviations may be noted on the "Deviations / Exceptions" page (pg 23) of the RFP.
12. The Scope of Work section the purpose of the proposal being that "District and school staff are trained to effectively manage social media campaigns and perform daily maintenance to grow the social media audience". In addition number 5 within Scope of Work asks to "Describe the training/professional services available to teach District staff to manage social media in-house." We offer a turnkey social media management solution and, as such, do not provide training services at this time. We would also not be able to provide #6 within that section. Considering the purpose of this RFP would we still be under consideration without providing these training services?
  - a. You may indicate "No Bid" on that section of the proposal cost form. The District reserves the right to award to multiple vendors if it is in the best interest of the District.
13. Are you accepting offers from vendors that will virtually deliver this service or is this an onsite job?
  - a. Services may be delivered virtually.
14. The link for the Vendor Registration is not working. Can you please provide a working link?
  - a. <http://www.rsd.k12.az.us/dynimg/ KUAAA /docid/0x77E7071C1DB77F74/6/Vendor%2BList%2BRegistration%2B-%2BFY%2B14-15.pdf>
15. Do you have an acceptable total budget range?
  - a. A budget for these services has not yet been established. Upon award of the contract, the District will work with the contractor to select the services desired depending on budget capacity.
16. What level of service are you looking for in the monthly maintenance "Monthly Maintenance Cost"?
  - a. Unknown; the awarded vendor will work with the District's Director of Community Relations on these levels of service.
17. How many hours of training per week?
  - a. Unknown
18. Can the training be virtual or are you looking for in-house training?
  - a. Either virtual or in-house is acceptable
19. Do you cover travel and expenses for training in-house?
  - a. Such expenses would need to be disclosed on the Proposal Cost Form (page 18 of the RFP).
20. Do you have existing systems and procedures in place for managing social media?
  - a. No
21. Do you have existing Advocacy Plans in place (employees, schools, educators, board member's)?
  - a. No
22. Do you have existing Audience Development plans in place?
  - a. No
23. Do you have social media policies?
  - a. No
24. Do you have brand, content and style guidelines?
  - a. The awarded vendor will work with the District's Director of Community Relations on these guidelines.
25. How many people are on the social media team?
  - a. The District's Director of Community Relations and a Technology Specialist are currently working with social media
26. Will the marketing team need to be trained as well?
  - a. The District's Director of Community Relations is the marketing team.
27. Which key performance indicators are important to the success of this campaign?
  - a. Performance indicators have not yet been established.

28. What are your three main objectives?
  - a. See page 16 – Scope of Work
29. Do you have a content marketing plan?
  - a. The awarded vendor will work with the District’s Director of Community Relations on this plan.
30. Do you have someone in house that creates content? If not would we need to create “content relevant to the District”? If so what type of content and cadence are you looking for?
  - a. Content is currently being created in house and by the vendor.
31. Do you crowd source content?
  - a. No
32. Do you have a graphic artist available to support visual content?
  - a. The District does not employ a graphic artist, but may outsource such services as needed.
33. Are you looking to create multimedia content such as videos? If so do you have someone in house to develop these?
  - a. District employees have developed videos in house.
34. Are you looking to livestream content or produce content such as Google Hangouts?
  - a. If this is beneficial to the District, yes.

**An original signature on this Notice of Addendum #1 must be submitted with the Offer and Acceptance form (with tab 4) as part of your proposal, no later than the offer due date and time.**

If your proposal has already been submitted, you may submit the original, signed addendum in a separate, sealed envelope, following the instructions for submission on page 1 of the original solicitation.

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We acknowledge the receipt of Addendum #1 for RFP #16-08-16 for Social Media Services.

\_\_\_\_\_  
Company

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date