

HAWAII STATE DEPARTMENT OF EDUCATION

PROCUREMENT AND CONTRACTS BRANCH

August 25, 2023

ADDENDUM A

TO

REQUEST FOR PROPOSALS

RFP D23-153

PROVIDE ADULT EDUCATION MARKET RESEARCH SERVICES
FOR THE HAWAII STATE DEPARTMENT OF EDUCATION

PART I: The following changes are hereby made:

- Replace RFP Section 4.9, Offeror Qualifications, Offeror Reference Form / Offeror Experience (Appendix B), first paragraph with the following:

Offeror Reference Form / Offeror Experience (Appendix B). The Offeror shall include in their proposal a minimum of three (3) recent client references that are relevant to this Project and demonstrate the Offeror's qualifications and experience. Offeror's references, preferably government references, should be within the last three (3) years, should include Offeror's experience with work in Hawaii, if any, and should be similar in scope and complexity to this Project.

- Replace Appendix B, Offeror Reference Form / Offeror Experience, with the attached.
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PART II: The following is a brief summary of the Pre-Proposal Conference that was scheduled for August 15, 2023:

The Pre-Proposal Conference was held on August 15, 2023 at 10:00 a.m. HST via WebEx. The meeting provided a brief overview of the RFP, including key dates, background of the Adult Education Family Literacy Act, and the four deliverables in the RFP Scope of Work. Questions and clarifications were responded to informally and everyone was thanked for their participation and interest. The questions from the Pre-Proposal Conference and the formal responses are included in Part III, below.

PART III: This addendum is hereby issued to respond to the following questions:

Q1: If there is a potential for an extension of the contract to last more than one year, should we include Scope of Work and budget for later years in this proposal?

A1: Extension options are not guaranteed. Offeror shall include in their price proposal a response to the tasks described in the scope of work, broken down by the scope of work deliverable. Refer to RFP Section 4.12, Price Proposal. The price proposal should be for the initial contract term ending October 31, 2024. Offerors may choose to include in their price proposal the anticipated tasks described in the scope of work and price proposal for optional extension years, if any.

Q2: Will an Institution Review Board (IRB) approval process be required for this survey?

A2: IRB approval is not required.

Q3: Has there been any outreach messaging as of yet?

A3: No outreach messaging have been created or distributed.

Q4: What are the dates of the adult education campaign?

A4: The contract to provide outreach services may be executed in September 2023. The contract ends on March 31, 2024, but may be extended for three (3) additional 12-month periods. The campaign dates will be sometime during the contract term.

Q5: Will the adult school participant experience survey be done online?

A5: An online survey is preferred. Offerors shall include in their proposal their survey instrument design and survey methodology, data collection strategy, and follow up methods. Refer to RFP Section 4.11, Proposed Solution; Technical Proposal.

Q6: Can we have samples of the outreach messages from the adult education campaign?

A6: Samples will not be available before the proposal due date. Once available, samples may be provided to the Contractor upon request.

Q7: Do you have a budget set for this project?

A7: Funding is available for the contract but not a specific budget.

Q8: Has the Department completed anything of similar size that would demonstrate what kind of response rate/engagement to expect?

A8: To the best of our knowledge, no.

Q9: Have you done a PIAAC Skills Map and ACS report in the past?

A9: No.

Q10: Which languages will the messaging in the adult education campaign be using?

A10: English.

Q11: What current outreach strategies and marketing channels are you utilizing?

A11: The Hawaii State Department of Education Adult Education Family Literacy Act program does not currently have outreach and marketing channels.

Q12: If the Department is looking for messaging effectiveness, what might you think is proof-Enrolling, graduating, recommending, etc.?

A12: The outreach goal is to increase enrollment in the Adult Education Family Literacy Act (AEFLA)-funded programs. Refer to RFP Section 2.3, Business Goals and Objectives.

Q13: Due to literacy levels, are there considerations for in-person/virtual qualitative assessments to increase accessibility?

A13: Recommendations to increase respondent's accessibility to participate in the market research activity should be included in your proposal. Refer to RFP Section 4.11, Proposed Solution; Technical Proposal.

Q14: For this proposal, is there a requirement for the consultant to be on site 100%, hybrid, or mostly remote work?

A14: There is no requirement on the location where the work is performed.

Q15: Does the Appendix C, Contract Minimum and Special Conditions and Appendix D, State of Hawaii's General Conditions need to be signed or included in the proposal?

A15: The Appendix C, Contract Minimum and Special Conditions and Appendix D, State of Hawaii's General Conditions do not need to be signed or attached to Offeror's proposal. But they will be considered a part of the proposal submitted, whether or not attached to the proposal at the time of submission. Refer to RFP Section 4.1, General Requirements, 4.1.4.

Q16: Does the Hawaii State Department of Education have a survey tool the vendor can leverage?

A16: The Hawaii State Department of Education only has Google Forms, which can be made available if Google Forms is a viable survey tool.

Q17: Regarding references: is a minimum of one (1) reference required to be a project/client based in Hawaii, or are all three (3) references required to be past Hawaii projects?

A17: Offeror shall include a minimum of three (3) recent client references. References including Offeror's experience with work in Hawaii are preferred, but is not required. Refer to changes to RFP Section 4.9, Offeror Reference Form / Offeror Experience (Appendix B), in PART I above.

Q18: Will it be possible to send emails to adult education students? The emails can be sent out by the Department if that is the preferred method rather than providing email addresses or names.

A18: Emails can be sent to adult education students by the Hawaii State Department of Education.

Q19: What outreach media will be used for the Adult Education campaign?

A19: The outreach media will consist of six segments from a daily television program on current events in Hawaii, approximately five minutes in length, two 30-second and two 15-second television commercials, and two digital ads. The television segments and commercials will be distributed by antenna, cable channels, streaming services, website and social media platforms. The two digital ads will be distributed through streaming services, website and social media platforms.

Q20: Is there a database of potential Adult Education students?

A20: Yes.

Q21: Does the Department know which shows and sites are most popular among potential Adult Education students? Are the messages directed only at Adult Education-types or are there messages intended for potential influencers (i.e., parents, spouses, etc.)?

A21: The Department does not know which shows and sites are most popular among potential adult education students. Campaign messages are intended for potential adult education students and potential influencers.

Q22: Has anyone segmented the Adult Education population? Won't different ages/genders view different programming/websites? Can we interview/survey existing Adult Education students to understand why they became Adult Education students, what motivated them, etc.?

A22: The Adult Education Family Literacy Act program submits annual reports to the US Department of Education which are available to the public on the National Reporting System for Adult Education (<https://nrs.ed.gov/rt/hi>) that includes program enrollment data including age, ethnicity and sex. Different ages and genders will likely view different programming and websites. Contractor shall work with the adult education program for arrangements to interview and/or survey adult education students.

Q23: Will we be able to talk directly with the messaging/outreach developers, or will we need to go through the Department?

A23: Communication with the messaging/outreach developers will be facilitated through the Department.

Q24: When will the developers be ready to share the different outreach products? Where/how did the concepts for the messages originate? Were they tested prior to launch? Scoring criteria? Can we see the results?

A24: A contract for the outreach hasn't been finalized. Work for the outreach products hasn't started. A date when the contract will be finalized is not available. When available and upon request, the Contractor may have access to the outreach products.

Q25: Does the Department have Key Performance Indicators (KPIs) for this outreach campaign effort? Do they differ by media or segment? If no KPIs, who is responsible for development/approval of KPIs?

A25: The Department does not have KPIs for the outreach campaign. The RFP Scope of Work Section 3.2.1 is broad and includes the Contractor meeting with adult education program representatives to develop a plan to collect and analyze statewide data on the effectiveness of the outreach campaign. Offerors can include KPIs in their proposed work plan. Refer to RFP Section 4.11, Proposed Solution; Technical Proposal.

Q26: Can we establish some of our own success metrics (KPIs)?

A26: The establishment of KPIs can be included in the Offerors work plan under the RFP Scope of Work Section 3.2.1. Refer to RFP Section 4.11, Proposed Solution; Technical Proposal.

Q27: Does the Department define outreach effectiveness as Adult Education enrollment increase (or intended enrollment/inquiries), and/or message recall, impact, engagement, and relevance?

A27: RFP Scope of Work Section 3.2.1 describes the plan focus as whether key message points of the AEFLA were retained. The overall goal is to increase enrollment. Refer to RFP Section 2.3, Business Goals and Objectives.

Q28: For social media does the Department want to know how people found the messaging (from which sites did the people originate), search engine queries, email responses, other stuff like bounce rates, number of views, CPM, Clicks, CPC, Average cost per acquisition, etc.?

A28: Information on how people found the messaging through social media may be included in the proposed work plan under RFP Scope of Work Section 3.2.1. Refer to RFP Section 4.11, Proposed Solution; Technical Proposal.

Q29: TV is much easier to measure than online. Is the Department willing to share their distribution intentions (spend for TV vs. social media; time of day, TV shows where ads are placed (access to audience data for the shows))?

A29: A contract for the outreach hasn't been finalized. Therefore, work on the outreach hasn't started, and details on the distribution haven't been determined. Once that determination is made, the Department can provide that information to the Contractor upon request.

Q30: The intended recipients are theoretically poor readers/writers, is the Department OK with us using non-reader survey approaches? Would focus groups/interviews be better for data collection?

A30: Options for data collection should be included in the Offerors proposed work plan under the RFP Scope of Work Section 3.2.1. Refer to RFP Section 4.11, Proposed Solution; Technical Proposal.

Q31: Does the Department expect us to build an advertising/messaging success model for them? Does the Department want us to estimate ROI? Does the Department want to have their "brand" assessed for effectiveness? Or does the Department want just assessments of each message, or does the Department want a campaign evaluation?

A31: The RFP Scope of Work Section 3.2.1 is broad and includes the Contractor meeting with the adult education program representatives to develop a plan to collect and analyze statewide data on the effectiveness of the outreach campaign. The Department is expecting the work specified in the RFP. The Department does not have an expectation for a success model, ROI, brand assessment, campaign evaluation, or other services that are not included in the RFP.

Q32: Is there a site/TV program that has a preponderance of potential Adult Education students as viewers/users?

A32: The adult education program does not know of a site/TV program that has a preponderance of potential adult education students as viewers/users.

APPENDIX B
OFFEROR REFERENCE FORM / OFFEROR EXPERIENCE

Directions:

- Offeror shall provide a minimum of three (3) recent client references that are relevant to this Project and demonstrate the Offeror's qualifications and experience. Offeror's references, preferably government references, should be within the last three (3) years, should include Offeror's experience with work in Hawaii, if any, and should be similar in scope and complexity to this Project.
- Any supplemental information related to this project although not required, should be attached to the respective Appendix B, Offeror Reference Form / Offeror Experience.
- The Department reserves the right to contact any of the Offeror's previous clients to evaluate the Offeror and their work.

Name of Your Company:	
<i>Name of Client Organization:</i>	
<i>Name of Client Contact Person:</i>	
<i>Title of Client Contact Person:</i>	
<i>Client's Contact Person Phone Number:</i>	
<i>Client's Contact Person E-Mail Address:</i>	
<i>Date or period of project/service:</i>	

Description of Offeror's experience with work in Hawaii, work performed for the client, its use of technology, and a list of past reports completed by the Offeror that required survey design, data collection, data analysis, methodology summary, and report drafting and completion:

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Other Information or comments:

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check here if supplemental information related to this project is attached.