Who is the intended target audience for the campaign?

- See bullet on Page 7 – "target a variety of audiences (e.g. grandparents, business leaders, politicians etc.) particularly those <u>without</u> a strong connection to education"
- The campaign should be targeted at the general public.

What do we want the target audience to do? Is there a call to action?

- See background on Page 7. The call to action for the statewide campaign will be determined after the firm is selected. "Collaborate with the Steering Committee to determine key messages."
- See bullet on Page 8. The communication template for local communities should allow each community to customize their call to action (e.g. participate in read aloud or be a mentor)

Does the $120,000 budget include all outside expenses and reflect the total working budget?

- Yes. The budget should outline specifically how the $120,000 will be allocated

Should paid media buys be included in the budget?

- Yes. The budget should list the paid media buys in detail (e.g. <u>X#</u> of <u>30</u> second radio spots purchased on <u>X</u> venue at <u>$X</u> per spot during the month <u>of X</u>).

How should the required match be listed?

- The Budget should also reflect the match explicitly in its outline – see Page 6 1.8 "Match may take the form of administrative expense absorption, contribution of professional services beyond what is invoiced, co-contributed funds, etc."
- Ultimately each proposal will be evaluated based on the clarity of how the funding will be allocated, rationale for such allocation and how the firm plans to stretch the budget to maximize the impact.

Are the local grants to communities included in $120,000 budget?

- No, see page 10. The Education will provide the funding for the for the community grants to use the communication template to purchase/implement the campaign at the local level

How much travel should be expected and budgeted?

- The firm will need to meet with the Steering Committee at the Charleston office of The Education Alliance
- The Education Alliance will support the local community events

Are there specific issues or existing materials that will be used as part of the campaign?

- No

What are the expectations regarding the "testing draft messages" requirement in 2.1.1.?

- Given the scope of the campaign, the testing will not require a formal research element and can be informal testing as long as it provides general affirmation that the messages resonate prior to distribution.

What are the expectations regarding the "social media" requirement in 2.2.4.? Specifically, does the Alliance have dedicated staff to maintain the social media efforts of the campaign?

- Yes

What are the expectations regarding the "website enhancement" requirement in 2.2.7.?

- The Education Alliance is currently working on a total redesign of its website outside the scope of this project.  The selected firm will be responsible for providing all products (e.g. branding, community templates etc.) developed through the contract in a web-friendly format and for making recommendations for additional tools that may enhance the usability/efficacy of the "Our Voice" page to promote the campaign.  The Alliance is responsible for uploading the products and making any technical enhancements.

How will the Alliance measure success of the campaign?

- Given the scope of the campaign, success will be measured in outputs rather than outcomes. See page 10 "PR company submits summative report with analysis of the total project impact and evaluation results of changes in public perception." These should include a final report listing all paid and earned media and quantifiable events, touches etc.