

Questions and Responses to RFP #23RFP8958

1. Should this marketing campaign promote all the services provided by the Division of Rehabilitation, or just Vocational?
This campaign is focused on the Division of Rehabilitation Services' (DRS) Vocational Rehabilitation (VR) program.
2. Who are the target audiences?
Working- aged people with disabilities in South Dakota, as well as parents, guardians, and caregivers.
3. Will a potential new website be managed through BIT's oversight requirements?
A new website is not a part of this RFP. DRS is a division of the Department of Human Services, which will be launching a newly developed site this fall.
 - a. Will the chosen vendor be hosting the website, or will it live on a BIT server?
The chosen vendor will not be developing a new website.
 - b. Will the website need to display data or information that is housed on any state servers (ie: populate a list of providers that is housed in a state database)?
A new website is not a part of this RFP.
4. Can you outline past marketing initiatives?
"Ability For Hire" was a past outreach effort that targeted businesses in the state. DRS has not conducted a comprehensive outreach campaign focused on people with disabilities in the past.
5. There are several references to 'market research.' Do you have past market research that will be used and factored into the development of this campaign?
DRS has not done formal market research for this specific purpose. The Comprehensive Statewide Needs Assessment has been completed for the upcoming state plan; this can be found at:
<https://dhs.sd.gov/docs/SD%20DRS%20CSNA%20Report.pdf>.
Internal data (ex: referral sources, people served) will also be made available to the vendor during the outreach strategy development phase of the campaign. In addition, other statistical data sources aid in development of a sound strategy.
6. Does the Division of Rehabilitation currently have a marketing campaign running? Or any past marketing efforts?
See #4 above.
7. Are there any past performance metrics that show any success from past efforts?
DRS has not conducted a comprehensive outreach campaign focused on people with disabilities in the past.

8. Does the Division of Rehabilitation have any branding standards established that need to be included in the new campaign?

DRS will work with the vendor to ensure that branding campaign deliverables fit within DHS branding standards.

9. Is this campaign specifically focused on Vocational Rehabilitation? Or all the services that are offered by the Division of Rehabilitation?

See #1 above.

10. What have outreach marketing efforts looked like in the past? What has resulted in the most success?

Outreach is conducted on a local level by staff in offices across the state and DRS looks for opportunities to garner earned media (ex: Governor's Awards). It is difficult to measure the success of these efforts. DRS has not conducted a comprehensive outreach campaign focused on people with disabilities in the past.

11. Have previous marketing efforts focused on recruiting more business partners or bringing awareness of the LR services you offer to people with disabilities?

See #4 above.

12. What does success look like to you? Are there metrics you currently use to measure success?

This outreach campaign is intended to raise awareness of the availability of vocational rehabilitation services for people with disabilities. A successful campaign would result in more applicants and more successful outcomes. DRS uses other data to evaluate the quality of services.

13. If the budget for year one is \$250,000, do the remaining years need to be allocated evenly or can dollar amounts vary in years 2-5?

Dollar amounts for the remaining years can vary as long as the cost proposal is within RFP parameters.

14. Are there adequate numbers of employers that actively hire persons with disabilities? Are any areas of the state lacking in that area?

Ideally there would be more businesses actively looking for employees with disabilities. DRS does not have evidence that any areas of the state are lacking in that area.

15. What do you think your top three areas of opportunity are?

This is a question that DRS hopes will be answered with the help of a market analysis.

16. What does your current communication with providers look like?

DRS works with a variety of providers and partnering agencies. Communication varies depending on the type of provider and the purpose of the communication.

17. Are there existing campaign efforts currently in place for this request?

No existing campaign exists.

18. Overall Success: outside of executing the scope of work, what does “success” look like when reviewing overall objectives of this contract?

See # 12 above.

a. What metrics are you currently tracking?

DRS uses a variety of data for internal quality assurance and is expected to meet performance measures required by the federal Department of Education.

b. Do you have any reporting on past media you are willing to share for reference?

DRS has not conducted a comprehensive outreach campaign focused on people with disabilities in the past.

c. Do you have past research you are willing to share for reference?

See #5 above.

19. What percentage of your overall budget is allocated towards media placement?

A specific percentage has not been identified. DRS is looking for recommendations from the Offerors.

20. What percentage of your paid media budget currently is allocated for traditional media vs. digital media placement?

There isn't paid media currently.

21. Who are the target audiences for this initiative?

See #2 above.

22. Are there any specific South Dakota cities you would like to focus on?

DRS would like the Offeror to provide recommendations based on the market analysis and research.

23. You mentioned a new look and feel for this campaign. What do you like/what's working from your current branding efforts? What's not working?

DRS is interested in an outside perspective and research from the vendor on this topic.

24. What are your timing expectations for the launch of the new campaign?

DRS anticipates that work on the campaign will begin by January 2024. The launch date will depend on the time it takes to develop a comprehensive outreach plan and deliverables.

25. Who would be the day-to-day contact for the duration of this contract?

The state POC identified in the RFP will be the primary contact, and a small team from DHS will be involved in work with the vendor.

26. Who is your current agency of record?

The Division of Rehabilitation Services is a division of the South Dakota Department of Human Services.

27. How often will travel be required?

DRS anticipates that some in-person collaboration will be valuable initially, and videoconference communication is a good method of ongoing communication.

28. Will oral presentations be in-person, via zoom/teams, or up for discussion?

If required, oral presentations can be done via Zoom/ Teams.

29. What type of market research has been conducted up to this point?

See #5 above.

30. Do you have specific market research expectations?

Research will be valuable in developing the outreach strategy and message. At a minimum, we are looking for insight into whether our target audiences are aware of the services we offer, what messaging will most effectively reach those audiences, and what channels would be best to reach our audiences.

31. Do you have a library of existing photo and video assets?

There are some photos and videos available, but if the outreach strategy calls for it the vendor should anticipate the need to create additional photos and videos.

32. Please confirm the scope of DHS Division of Rehabilitative Services to be included in this outreach. Does the campaign extend to just Vocational Rehabilitation or all programs and services that fall under DRS such as Independent Living, Services for Deaf/Hard of Hearing, etc.?

The scope will be primarily the DRS Vocational Rehabilitation program.

33. Can we confirm the following three audiences as the targets of the outreach campaign?

- a. Employers: Although they will hopefully benefit from the campaign, businesses are not a target audience.
- b. Employment candidates: Working- aged people with disabilities in South Dakota, as well as parents, guardians, and caregivers.
- c. Job assistance services – which could be other government agencies or independent groups: Not the target audience.

34. Are there specific markets or MSAs that will be the primary targets of the outreach or is the expectation to cover the entire state of South Dakota?

DRS has no specific markets targeted at this point. It is expected that the selected Offeror's market analysis and research would inform these decisions.

35. Are there specific timeframes that work best for paid media messaging?

DRS is open to vendor recommendations based on research, strategy, and when media is most effective.

36. What's the KPI for media – is it awareness/impressions or to drive traffic to a site?

It is important to measure the performance of this campaign. DRS is open to vendor recommendations on this subject.

37. What's the typical distribution of printed materials – where / how often / general quantities?

Print resources are typically in the hands of field staff who can distribute those resources on a local level for outreach and educational purposes. Quantities vary depending on the region and the type of materials.

38. Has any research been done before that can serve as a benchmark for future research and review of current marketing efforts and will that research be made available to the chosen agency partner?

See #5 above.