

**SCHOOL DISTRICT OF PALM BEACH COUNTY
PURCHASING DEPARTMENT
3300 Forest Hill Boulevard, Suite A-323
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November 7, 2006

ADDENDUM NO. 1

REQUEST FOR PROPOSAL NO.: 07C-002B

TITLE: REQUEST FOR PROPOSAL FOR ADVERTISING DISTRICT-WIDE ADULT AND COMMUNITY EDUCATION PROGRAM SCHEDULES

RETURN DATE: November 20, 2006, 2:00 P.M. EST

Responses to questions received from proposers are as follows:

Question: Where can we get an exact copy of the brochures that the awarded will have to produce?

Answer: A copy of what has been produced for the current contract can be picked up from the Purchasing Department at 3300 Forest Hill Blvd., Suite A-323, West Palm Beach.

Question: When are the exact drop dates that the brochure needs to be sent out?

Answer: This is not available since the dates are effected annually by the K-12 school calendar (not yet developed and approved for FY07), hurricane closure days, and the state and national conferences for adult and community education. An approximate schedule for FY 07 is: the Fall brochure would be need to be delivered around September 7th, the Winter brochure around January 3rd and the Spring brochure around mid-March. In June of each contract year, the District will provide the awarded vendor with the final term dates for adult and community education classes for the subsequent fiscal year.

Question: Once a purchase order has been issued, how long does it take to be paid?

Answer: Purchase orders are not paid until after services have been rendered and an invoice received. The District's payment terms are net 30 days. Also, refer to Section 11.8 Cost OF Services in the RFP document.

Question: In order to send out the brochures- postage must be prepaid up front, how will you handle this?

Answer: Refer to Section 11.8, Cost of Services which reads in part: "Additionally, a separate purchase order will be issued to reimburse the vendor for the postage upon receipt of proper documentation from the awarded vendor, including but not limited to, documentation by zip code detailing the total number of brochures for each area by Saturation, High Density and Basic rates."

Question: Section 9.1, Brochure Cover; Do you wish a redesign? If so, do you wish to keep the Palm Beach Post and Florida Pennysaver URL address?

Answer: We do wish to redesign the brochure cover as part of the marketing program re-design. We would like our existing www.pbeducator.org to refer to www.pbceducator.net or one of the other web sites we have. Our goal is to develop a website similar to the existing one using our own web space.

Question: What are some of the items you wish to capture on the cover?

Answer: First, we wish to establish a brand identity. Second, we wish to make it look less like an advertisement page. Third, we want to be able to follow and adjust to the catalog front page research

done by the Learning Resources Network.

Question: Section 9.2 World Wide Web Component requires a searchable database of courses, programs and categories by category and use zip codes. Are you willing to submit information in a uniform format?

Answer: Yes, we are willing to submit information in a uniform format, using a standard Microsoft Office product to generate that format.

Question: Section 9.2 World Wide Web Component states "The capability to email a generic user at the community school. This will not include the ability to register for a course. Will you provide all of the contact names and email addresses?"

Answer: Yes, we will provide all of the contact names and addresses. There are two ways to approach this: (1) using a mailbox provided by the vendor or (2) using a generic email address which is forwarded to an existing school district email account. Either way would be acceptable.

Question: Section 9.2 World Wide Web Component states "Add the capability to voluntarily collect email addresses and to be able to use them to send email notices about adult and community education programs and activities. Can we create a form and then e-mail back to you?"

Answer: Yes.

Question: Are you looking for a complete redesign of your current web site? If so, in what specific areas?

Answer: We are not necessarily looking for a complete redesign of our current web site. We will explore this as part of the development of a revised marketing program.

Question: Section 9.3, Develop a revised marketing program states "Help determine how to change the media mix to maximize attendance in adult education classes". (1) Will you provide present media mix, present attendance numbers and future attendance goals? (2) Will you provide demographics and geographic bases of present adult attendees? (3) Will you have budget parameters to work from as we create media plan?

Answer: (1) We will provide information about the present media mix, present attendance numbers and future attendance goals.

(2) We will provide demographics and geographic bases of present adult attendees.

(3) The development phase for creating a media plan should be included as part of your RFP response. The media plan will dictate what we need to commit to media in the future.

Question: Section 9.3, Develop a revised marketing program states "Help determine how to change the media mix to maximize attendance in fee supported classes". (1) Will you provide present media mix, present attendance numbers and future attendance goals? (2) Will you provide demographics and geographic bases of present adult attendees? (3) Will you have budget parameters to work from as we create media plan?

Answer: (1) We will provide information about the present media mix, present attendance numbers and future attendance goals.

(2) We will provide demographics and geographic bases of present adult attendees.

(3) The development phase for creating a media plan should be included as part of your RFP response. The media plan will dictate what we need to commit to media in the future.

Question: Section 9.3, Develop a revised marketing program states "Help determine how best to use the internet for marketing purposes". (1) Do you have a present Internet marketing plan? (2) Will you have a budget for paid advertising or search engine marketing (key word buys)? (3) Will you rely on search engine optimization and will your Internet producers be able to implement this by optimizing information you post on the internet?

Answer: (1) We do not have a present internet marketing plan. The contract awarded vendor will help us

develop a localized internet marketing plan.

(2) At the present time, we do not have a budget for paid advertising or search engine marketing. (3) We do not intend to rely on search engine optimization since we do not expect that to be a vehicle to drive additional clients to our classes. At the present time, we would not ask our internet produces to implement this.

Question: Section 9.3, Develop a revised marketing program states "Help craft a standardized participant survey to use annually in the community schools (Used to determine classes to offer)". If we create the survey, will you then be able to implement the survey and tally the results?

Answer: We would be able to implement the survey and tally the results.

Question: Section 9.3, Develop a revised marketing program states "Help develop a marketing campaign to attract adult and community education teachers". Will we be expected to do the creative and final production of the campaign or act in more of a consulting role to lead/facilitate?

Answer: The awarded vendor will act in more of a consulting role to help us design the plan and program.

Question: Section 9.3, Develop a revised marketing program states "Help develop an internal marketing campaign to raise the level of awareness of adult and community education". Will we be expected to do the creative and final production of the campaign or act in more of a consulting role to lead/facilitate?

Answer: The awarded vendor will act in more of a consulting role to help us design the plan and program.

Question: Section 9.3, Develop a revised marketing program states "Determine our unique selling position". (1) Will there be a committee from the School Board contributing background and information for this? (2) Will this group be involved in the determining of this unique selling proposition?

Answer: (1) There will be a committee of Assistant Principals for Community Education who will work with the awarded vendor to provide background and other information.

(2) Yes.

Question: Section 9.3, Develop a revised marketing program states "Develop a branding campaign". Will we need to create the concepts and produce the ads?

Answer: The awarded vendor will assist the District staff in the development of a plan for branding adult and community education, including a time/task calendar and budget. At this time, we do not anticipate that this will include creating the ads or implement the plan.

Question: Section 9.3, Develop a revised marketing program states "Help us determine our market segmentation". Do you have baseline demographics and other research information to draw from? If not, do you have a budget for market research?

Answer: The District either has or can acquire the baseline demographic information.

Question: Section 9.3, Develop a revised marketing program states "Help develop a retention campaign for adult education classes". (1) Do you have existing records of adult education participants' retention to date? (2) Do you have the ability to track their participation in future classes? (3) Would we be expected to implement the campaign once developed?

Answer: (1) Yes.

(2) Yes.

(3) No.

Question: Section 9.3, Develop a revised marketing program states "Help develop a retention campaign for community Ed classes". (1) Do you have existing records of adult education participants' retention to date? (2) Do you have the ability to track their participation in future classes? (3) Would we be expected to implement the campaign once developed?

Answer: (1) Yes.

- (2) Yes.
- (3) No.

Question: Will you require DDU delivery? If so what is the current cost for DDU delivery and the postage savings?

Answer: Delivery requirements are stated in Section 9.1, Distribution.

Question: Would Palm Beach County consider SIMPLE ADDRESSING, where it is addressed to Current Resident with no property address on the piece?

Answer: Yes, we would consider simple addressing as part of your proposal response. The goal is to ensure that the program schedule is delivered to all households in Palm Beach County.

Question: Under Print Production, Format: 32 Page tabloid Quarter Folded; Does that mean that we will require 8 sheets of 22.5" x 11.375" printed both sides and folded in half twice?

Answer: Yes.

Question: Under Print Production, Trim Size: 11.375 x 11.25; would the Open Size of the newsprint be 22.5" x 11.375?

Answer: Yes that is the approximate size.

Question: Under Print production, Image Area: As stated: Four color front and back; balance of the pages inside are black ink, no bleed. Is there a possibility of the front and the back color pages to have bleeds?

Answer: No.

Question: Under World Wide Web Component: As stated: 26 schools need to have their programs listed. Approximately how many pages would be required for each school (Specify in letter size units?)

Answer: Each community school has been allocated one (1) print page.

Question: Under World Wide Web Component: As stated: Banner and website to be updated for each registration period. Please explain what you mean by Banner. Do you mean a titled header for each web page?

Answer: For each new class/registration period, the titled header for each web page is to be updated to reflect the current term.

Question: Under World Wide Web Component: As stated: Keep existing Creole and Spanish buttons and brochure tag lines. Please explain what you mean by "Brochure Tag Lines".

Answer: At present, there is one place in the brochure which contains information about registration in three languages: English, Spanish and Creole. We would want to keep this format. In addition, on the front page of the brochure, listed in each of the three languages, is information about where to go in the brochure for additional registration information, in Spanish and Creole. These would need to stay. Also, on the first page of the web site are two buttons which are in Spanish and Creole, which re-direct one to a class listing in the respective language.

Question: Under World Wide Web Component: Would you be interested in an online registration form? If yes, would you like the payment transactions to be made online?

Answer: At the present time, the District is not set up to handle e-commerce. Therefore, we would not be interested in an online registration form with payment transactions.

Question: Under World Wide Web Component: Would you like an option for the students to be able to log in (have a membership username and password) to the website to retrieve their registration information?

Answer: No, not at this time.

Question: Under Marketing Program: As stated: Change the media mix to maximize attendance. Please outline your budget plans.

Answer: There is no current budget plan.

Question: Under Marketing Program: Please explain the difference between fee supported classes, adult education classes and community ED classes.

Answer: Fee supported classes are general interest or hobby type classes. They are supported by a registration fee. Adult education classes are academic classes designed to assist individuals to either obtain their high school diploma or acquire English. These are generally free to the student and supported by tax dollars. The phrase "community education classes" is equated to the fee supported class.

Question: Under marketing Program: As stated: Help determine a market segmentation. Please explain what you mean by segmentation. Do you mean comparing the adults' responses against the youth responses?

Answer: In lifelong learning or fee supported classes, there are segments of people with similar interests. For instance, Gen Y would be most interested in technology classes or parenting classes, while Baby Boomers would be most interested in retirement classes or financial investing classes. We need to determine what our segmentation mix is at each community school. That information will help drive the kinds of courses offered at each school.


Question: Would you be providing us with a list of board approved insurance companies?

Answer: No. We verify the insurance certificate the awarded vendor provides. The Board will accept any insurance company that is in good standing with a rating of B+ or better Best or equivalent rating system.

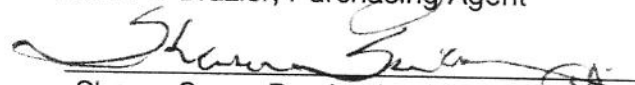
Question: What are your payment terms?

Answer: The District's payment terms are 30 net.

This addendum is for information only and need not be returned with your RFP. By virtue of signing the Request for Proposal, bidder agrees to this addendum.



Karen L. Brazier, Purchasing Agent



Sharon Swan, Purchasing Director