

## QUESTIONS AND ANSWERS

### PROJECT # 09-20

#### MEDIA AND COMMUNICATIONS SUPPORT SERVICES

**Date:** February 17, 2009  
**To:** All Prospective Respondents  
**From:** Houston Community College, Procurement Operations  
**Subject:** Information Letter # 1 – Request for Proposals for Media and Communications Support Services, (Project # 09-20)

The following written questions regarding subject RFP were received in the Procurement Operations Department prior to the deadline for submitting written inquiries.

#### **Question # 1**

What is the reason for seeking a new partner at this time? Is this a contract that must be renewed on a regular basis?

#### **HCC Answer**

It is a contract that has expired.

#### **Question # 2**

Noting that the scope of services does not appear to include creative development except in the case of collateral materials, does that mean that you will continue to use existing campaigns or that this portion of the work is handled out of another contract (or by another firm)?

#### **HCC Answer**

There is creative development embedded in many of the activities. It just wasn't pulled out as a separate activity.

#### **Question # 3**

Is your existing media and communications agency pitching the business?

#### **HCC Answer**

It is probable.

**Question # 4**

I am assembling a group to submit for this RFP; however, we are all San Antonio based. We'd like to determine if this will be considered a problem by the committee evaluating the submissions. If the preference is to have a Houston based agency, we would understand but would like to know that before spending a great deal of time and effort in our submission preparation.

**HCC Answer**

The decision to participate in this procurement process must be a business decision of your company. The firm will be required to maintain a close working relationship with the Chancellor, the Board of Trustees, and other senior executives.

**Question # 5**

Will there be a conference call option for the Pre-Proposal meeting?

**HCC Answer**

No.

**Question # 6**

Do you have a budget established for media buying? If so what is it?

**HCC Answer**

\$2 Million.

**Question # 7**

How will the media buying and print services be billed? For example, are we to take it out of our budget and send you an invoice or will you already provide a separate budget?

**HCC Answer**

You will have to take it out of your budget and send HCC an invoice.

**Question # 8**

For Item No. 6 under Scope of Work, does creative services fall under the print services that are to be billed at cost or just the printing cost?

**HCC Answer**

Just the printing cost.

**Question # 9**

What is the previous bid dollar amount?

**HCC Answer**

In the range of \$20,000 - \$30,000 per month.

**Question # 10**

Is there an incumbent?

**HCC Answer**

Yes.

**Question # 11**

On Page 12 of the RFP, item No. 1 Media and Communications Support Services, what items should be included in that number?

1. Is it a monthly retainer or management fee that is exclusive of the various media elements that will occur throughout the contract.
2. Is it expected that subcontractors will be paid out of this fee or is this fee solely for the support services offered by the Agency?
3. Traditionally, how much time is spent working with the agency to accomplish the required goals?

**HCC Answer**

1. Yes
2. It is solely for agency.
3. Minimum is one FTE.

**Question # 12**

An annual budget of \$2 Million was stated:

1. Of that how are the funds allocated (print, outdoor, radio, TV, internet)?
2. Is the fee for support services included in this amount or in addition to that amount?

**HCC Answer**

1. TV
2. Print
3. Radio

4. Outdoor
5. Internet

**Question # 13**

On Page 12, Item No. 2 Media Buys are to be billed at cost. When you say billed at cost, are you considering “Cost” to be station gross or station net?

**HCC Answer**

Station net.

**Question # 14**

One Page 12, Item No. 3 Print Services to be billed at cost. Would the design work be included in this line item or does that have to come out of Item 01 on Page 12.

**HCC Answer**

From Item No. 1.

**Question # 15**

It is our understanding from the meeting the agency will work directly with Dan Seymour. Are we correct in this understanding?

**HCC Answer**

No, Daniel Arguijo, the Associate Vice Chancellor for Communications.

**Question # 16**

Is there a standard allocation between how much of the project is dedicated to PR/Media/Print/Outdoor or is that a decision the agency could recommend based on their analysis of the best way to promote HCC?

**HCC Answer**

There is no standard allocation.

**Question # 17**

How many collaterals are typically created throughout the course of a year?

1. Does each college need their own collaterals or does each use the collateral as provided by the main organization?
2. Are these same collaterals used by the Foundation or will the Foundation require development of their own collaterals?

**HCC Answer**

1. Collaterals are only for the District Office, not the colleges.
2. The only other entity that requires collateral materials is the Foundation.

**Question # 18**

Are we at the beginning of a new “three” year plan or in midstream?

**HCC Answer**

The beginning.

**Question # 19**

Does this bid go out once every three (3) years?

**HCC Answer**

It goes out upon expiration of any existing contract, if the requirement for the services still exist.

**Question # 20**

Do you need resumes from only our agency or also the subcontractors that will also provide services under our direction? From within our agency do you want resumes of owners, creative and buying staff or just owners.

**HCC Answer**

Just owners.

**Question # 21**

Assuming that Item No. 01 on Page 12 is a “retainer”, if the agency creates collaterals in house, can they be billed outside of the monthly “retainer”?

**HCC Answer**

Yes.

**Question # 22**

If an outside company is hired to shoot a commercial spot for HCC, does that cost come out of Item No. 1 mentioned above or is that a cost that can be billed at cost to HCC?

**HCC Answer**

This cannot come out of Item No. 1.

**Question # 23**

Historically, how often do you run a campaign each year?

**HCC Answer**

Three (3) times a year.

**Question # 24**

Do you have an alliance with any key corporate partners?

**HCC Answer**

No.

**Question # 25**

Should we submit our vendor approval form now or wait until the contract is awarded?

**HCC Answer**

Please send it now.