

# Marketing RFP 35i questions

1. How flexible is the \$75,000 budget cap, especially if printing or ad placement costs increase during the campaign?  
*Per the RFP, an additional printing budget will be available. We estimate this to be roughly \$20,000.00*
2. Does the \$75,000 budget cap include printing and advertising costs, or just agency time? *The budget cap will include advertising costs. There is additional money allotted for printing, as addressed in question #1.*
3. What does Region 5 consider “success” for this campaign?  
*Agencies should design smart goals. Success would be impacting community member’s beliefs about the importance of attendance in school as well as the need to reduce screen time. Agencies should be prepared to provide monthly analytical data.*
4. What internal capacity does Region 5 have for implementation support?  
*Region 5 has one Family Engagement Coordinator that could support this work.*
5. Can Region 5 provide more detail on the demographics and languages spoken across the eight counties?  
*Region 5 is primarily English speaking. Linked is a [document](#) that includes additional information from the first data collection phase of the Michigan Early Learning Survey for Region 5.*
6. Has any prior messaging been tested in these communities, especially around screen time or absenteeism? If yes, can these be shared in advance?  
*A screentime campaign has been launched, but analytical data will not be released until later in August. When the report is finalized that can be made available.*
7. What brand guidelines or frameworks (like the MiFamily Engagement Framework) must be followed? Can these be shared in advance?  
*The MiFamily Engagement framework is available via google. The branding should include MiLEAP and the ISDs listed in the RFP which will be provided once the marketing firm is selected. A MiFamily Engagement Center branding document can be found [HERE](#).*
8. To what extent is website development required? *It is not required. Individual marketing plans can vary.*
9. Are there specific ADA/Section 508 compliance tools or standards Region 5 prefers or uses?  
*There are not specific tools, however in accordance with the RFP, the marketing tools must be compliant. The marketing firm may be required to work with the printing and graphics department to ensure materials are accessible. The marketing firm should have familiarity and awareness of creating accessible tools for print and digital media.*
10. How often will Region 5 expect in-person versus virtual collaboration?  
*Initially, monthly virtual meetings would be sufficient. As the project progresses monthly reporting with occasional check in virtual meetings will be scheduled. In person collaboration will be at the discretion of the marketing team and not a requirement of BAISD.*
11. Who will serve as the main project manager or point of contact on Region 5's end? *Maggie Dwan and Nicole Napolitano*
12. Will Region 5 provide stock imagery or require original photos/videos—especially given the FERPA compliance note?  
*Region 5 will have some stock imagery. Region 5 does not have stock videos.*
13. How will ad-hoc requests be prioritized within the budget?  
*If the marketing firm requests an ad-hoc group to provide input the ISD Family Engagement Coordinator will assist. The time of the marketing firm should be reflected in the budget, however the Family Engagement Coordinator’s assistance in the process is reflected in their job description for the ISD.*
14. Is BAISD willing to consider AI generated video content? *Yes, but not preferred.*
15. Is media buying included with the provided budget?  
*Additional funds are available for printing as discussed in question 1, all other media buying must be provided in the provided budget. The \$75,000 is for the full 18 month program including both management and production fees with associated media costs.*