

**NOLA Public School
Procurement Department
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August 1 , 2024

Addendum No. 1

REQUEST FOR PROPOSAL NO. 25-0007

EARLY CHILDHOOD ENROLLMENT INFORMATION CAMPAIGN

This Addendum and Clarification item forms a part of the RFP Documents and modifies the original RFP Documents issued July 11, 2024. Acknowledge receipt of this Addendum on the Addendum Form of the Request for Proposal. Failure to do so may subject proposal to disqualification.

This Addendum consists of 6 Page(s)

CLARIFICATION:

1. Question: Is \$300,000 your total budget for both advertising spend and any fees to develop the creative deliverables and manage the campaign?

Answer: Yes, \$300,000 is the total budget for both advertising spend and any fees to develop creative deliverables.

2. Question: Are there any restrictions or priorities on how this budget should be allocated among different advertising channels?

Answer: All allocations for different advertising channels must be approved by the appropriate OPSB personnel.

3. Question: How flexible are you with the mix of advertising channels? Are there specific channels that you prioritize over others?

Answer: There must be proof that the flexible mix of advertising channels can realistically reach target audience.

4. Question: Are there any channels you prefer not to use or have had less success with in past campaigns?

Answer: NOLA-PS is vested in utilizing any channels that will have the best strategy to produce the greatest results.

5. Question: Who do you envision your target audience to be in terms of demographics and psychographics?

Answer: The target audience is 18–40-year-old parents with children 0-4 years of age. As well as, communities that have historically been academically, economically, linguistically, and racially marginalized.

6. Question: Are there any specific communities or geographic areas within New Orleans that you want to focus on?

Answer: The specific communities and geographic area is the entire Parish of Orleans.

7. Question: What are the primary goals for this campaign (e.g., awareness, engagement, enrollment increases)?

Answer: NOLA-PS primary goals are to:

- increase the number of seats filled within the Main round phase of the enrollment cycle.
- educate the public on Early Childhood enrollment policies
- reach communities that have not typically participated in the Early Childhood enrollment process.

8. Question: What are your key performance indicators (KPIs) for this campaign? How will success be measured?

Answer: Please refer to Section 4 Specifications of the RFP.

9. Question: Can you provide examples of previous campaigns and their outcomes? What strategies and channels were used?

Answer: There are no previous campaigns or their outcomes.

10. Question: Who do you consider your main competitors in early childhood education enrollment? How do you differentiate yourself from them?

Answer: There are no main competitors. Our true competitor is public perception and misinformation.

11. Question: What unique value propositions does NOLA-PS offer that may attract families over competitors?

Answer: This is a task of the selected vendor to help define unique value propositions.

12. Question: Do you need help building landing pages or any other technical components for this campaign?

Answer: The Scope of Work does not require building landing pages or any technical components.

13. Question: What enrollment CRM are you using, and do you need integration with this campaign? If so, what specific functionalities are required?

Answer: The enrollment CRM is a combination of Avela and Salesforce. Avela is the “source of truth” for Early Childhood Enrollment.

14. Question: What will the approval process look like for campaign assets and strategies? Who will be the main points of contact?

Answer: NOLA-PS will assign key personnel after the execution of contract.

15. Question: How often do you anticipate needing updates or reports on the campaign's progress?

Answer: It is anticipated that updates or reports on the campaign progress will be monthly.

16. Question: Are there any other services you expect or would find beneficial from the marketing firm (e.g., public relations, event planning)?

Answer: Please refer to Section 2.0 Scope of Work.

17. Question: How many students are currently enrolled in NOLA-PS early childhood programs?

Answer: NOLA-PS currently has 4,400 students enrolled in the early childhood program.

18. Question: What do you consider to be the total number of eligible children in the area who could potentially enroll in these programs?

Answer: It is expected that 8,300 children are eligible to enroll in these programs.

19. Question: What is the current capacity for NOLA-PS early childhood programs, and are there plans to expand capacity if demand increases?

Answer: NOLA- PS capacity for early childhood is 5,500 - there is no information available currently to discuss expanding capacity.

20. Question: Do vendors for this project need to be based in New Orleans or Louisiana?

Answer: No, vendors for the project are not required to be based in New Orleans or Louisiana, but we would prefer to have someone from the local area.

21. Question: Is there any existing messaging or branding that the Orleans Parish School Board has used to promote early childhood education?

Answer: Yes there is an existing messaging and branded, please use our social media page, [here](#), as a reference.

22. Question: Is there an incumbent for this work or an agency of record that the Orleans Parish School Board works with?

Answer: No, there is no incumbent for this work or agency of record for Orleans Parish School Board.

23. Question: Has any audience research been done that could help inform the campaign messaging or tactics? And if so, would the data from that research be made available to the selected vendor?

Answer: Yes, audience research has been done. This information will be made available to selected vendor.

24. Question: Is the Orleans Parish School Board open to strategies that go beyond media placement and incorporate “on-the-ground” community engagement?

Answer: Yes, Orleans Parish School Board is open to strategies that go beyond media placement.

25. Question: Is the district in need of an enrollment dashboard/platform that could be used to register ECE students?

Answer: Please see Answers to Questions 12 and 13.

26. Question: One of the deliverables in responding to this RFP is a campaign strategy. Is spec work expected in the RFP response or is this something that the awarded firm will deliver once under contract?

Answer: Campaign Strategy and specification work should be contained in the proposal at submission.

27. Question: Does the “advertising solution” require that the firm provide a proposed strategy in the RFP response? See pg18, second bullet under Specifications.

Answer: Yes, the “advertising solution” requires that the firms provide a proposed strategy in RFP response.

28. Question: Does not having a DBE certification automatically disqualify a bidding firm?

Answer: Proposers/Respondents are not required to have a DBE Certification, in order to submit a proposal/response to any solicitation advertised by OPSB. However, if your firm is partnering/teaming with other firms to assist with services, or material suppliers, OPSB requests that you partner with DBE Vendors, as a first initial source for said services/products. All of the identified DBE forms, within the Instructions to Proposers require: Authorized Signatures and notary. If a company cannot meet the goal established in the solicitation you must, at a

minimum, show qualitative and quantitative evidence of Good Faith Efforts to attain DBE Participation. Again, the ability or desire of the Consultant/Prime Contractor to perform the work of a contract with its own organization does not relieve the Consultant/Prime Contractor's responsibility to make a Good Faith Effort, to achieve the owner's DBE contract goal. (Please review DBE Policy & Provisions for additional information.) You can utilize any of the following lists of certified SLDBE or DBE firms:

- SLDBE Program Directory: neworleans.dbesystem.com/
- LAUCP DBE Directory: www.laucp.org/

29. Question: How is the budget being allocated for media, agency services pertaining to campaign development versus marketing support, etc?

Answer: The budget being allocated for media, agency services for campaign development is estimated between 85%-87% . There is an estimated allocation between 15% - 17% of the budget will fund marketing support.

30. Question: Have the media tactics outlined in the RFP been secured: installation of street level advertising, billboards, bus advertisements, paid social media, video advertisements, programmatic online displays, print collateral, and other advertising to maximize reach to drive enrollment.

Answer: No, the media tactics outlined in the RFP will be a part of the task performed by the agency in conjunction with NOLA-PS.

31. Question: What portion of the estimated \$300,000 budget does OPSB expect will be spent on paid media placements?

Answer: Please see Answer to Question No. 29.

32. Question: Can you provide a list with names and addresses of the OPSB early learning centers that provide publicly funded early childcare and education opportunities to low-income families for children ages 6-weeks to kindergarten?

Answer: Please see link for Early Childhood Sites. [NOLA School Finder \(avela.org\)](http://avela.org)

33. Question: On Page 21 of the RFP, under Section 7.1 Proposal Submission Requirements, the RFP states that respondents must provide 3 to 5 client references from school districts to show evidence of past Early Childhood Enrollment Information Campaign. Will OPSB accept references from other government or nonprofit clients that demonstrate success with other types of campaigns to increase program enrollment or reach and motivate low-income parents to take a priority action?

Answer: OPSB will accept references from other government or nonprofit clients that demonstrate success campaigns to increase enrollment.

34. Question: What is the enrollment capacity for the Early Childhood Education program?

Answer: Please see Answer to Question No. 19.

35. Question: What is the Student /Teacher ratio for the program?

Answer: Each individual school/center must abide by state guidelines for their student/teacher ratio (which differs based on the age of the students).

36. Question: Who makes up the selection committee?

Answer: A Finance Department representative shall serve as the Evaluation Committee coordinator and is solely responsible for disseminating all information received during the RFP evaluation process to members of the requesting department.

37. Question: Is there an anticipated flight length for this campaign?

Answer: The anticipated flight length of the campaign is one (1) year.

38. Question: Is there an incumbent agency that has provided this work in the past?

Answer: Please see Answer to Question No. 22.

39. Question: For similar campaigns in the past, what metrics or benchmarks were you looking at?

Answer: Please see Answer to Question No.8.

40. Question: Do you have allocations in mind for the budget?

Answer: Please see Answer to Question No.29.

41. Question: For the 3-5 references, can other government agencies suffice if we have not yet worked with 3-5 school districts?

Answer: Please see Answer to Question No.33.

42. Question: Do the referral projects have to be specific to previous school district work or can it be from similar work targeting similar audiences?

Answer: Please see Answer to Question No. 41.

END OF ADDENDUM NO.1