

**STATE OF WASHINGTON
CHARTER SCHOOL COMMISSION**

**Request for Proposals No. 2020-22
Addendum 01 – Q&A**

Note to potential respondents:

This Addendum is intended to revise, clarify and become part of RFP No. 2020-22, issued October 9, 2019.

All amendments, addendums, and notifications will be posted on the [OSPI website](#) (if this was an open procurement) and released via the Washington Electronic Business Solution ([WEBS](#)) website.

1. **QUESTION:** Where the work will be focused in the coming year? Where in the state? Seattle? Throughout the state?
ANSWER: The work will be focused on charter schools throughout Washington State, and with the agency itself, located in Olympia, WA.
2. **QUESTION:** Can you share your mission for WA state Charter School programs?
ANSWER: The Commission's mission can be found on the [Commission's About the Commission webpage](#).
3. **QUESTION:** What is your vision of success/ What do you want this effort to most achieve?
ANSWER: Providing information to the general public regarding charter schools.
4. **QUESTION:** What kinds of obstacles have you encountered to date?
ANSWER: Our largest obstacle is lack of staffing capacity.
5. **QUESTION:** Who are you trying to reach through communications - your primary audiences? What do you want them to think, feel, and do, overall, as a result of this work?
ANSWER: Primary audience includes the general public, legislators, and anyone interested in learning facts about charter schools in Washington State.
6. **QUESTION:** Are you expecting the consultant to provide all of the services you list in the scope of work, or only those that will be done within the 60k budget?
ANSWER: The budget is \$60,000, and the RFP contains all services we would like to receive for Communications.
7. **QUESTION:** Can you be more specific about the number of FAQs, how much website messaging, presentations, and facts sheets you will want over the year?
ANSWER: Some items are cyclical in nature and will have a set schedule for updating, and some items will need to be made once there is an update in information that cannot be planned for. For example: A school fact sheet may be updated at the beginning of the school year, but if there are significant changes in school leadership, enrollment, etc. which is unplanned, then it will need to have another update.

8. **QUESTION:** Who are you trying to reach with these materials?
ANSWER: The general public, legislators, and Commissioners.
9. **QUESTION:** Is there core content available to work from?
ANSWER: We have previous communications that can be of guidance for a contractor moving forward.
10. **QUESTION:** Will the consultant be writing original or editing materials you already have?
ANSWER: Both.
11. **QUESTION:** How many press releases do you foresee sending? To whom? What are the types of events you want to promote? What kind of clipping support are you seeking?
ANSWER: More information can be found on the [Commission's Press Releases webpage](#) and [the Commission's News & Resources webpage](#).
12. **QUESTION:** What is your expectation around crisis communications? What kind of events do you foresee and how often?
ANSWER: We cannot predict the amount of communications emergencies we will encounter during the performance dates of the contract.
13. **QUESTION:** How many people do you expect will be involved in reviews? Is there one decision maker or a number of them?
ANSWER: We anticipate up to four people being involved in reviews with one final decision maker.
14. **QUESTION:** What is your preferred meeting style?
ANSWER: The Commission does not have a preference.
15. How frequently do you expect you may want to meet?
ANSWER: Regular check in's (weekly or bi-weekly) will be necessary; however, with emergencies or an influx of workflow the frequency may increase.
16. Are you comfortable with phone meetings?
ANSWER: Yes
17. **QUESTION:** [Are you comfortable with] Video chats?
ANSWER: Yes
18. **QUESTION:** How often do you expect to meet in person?
ANSWER: Frequency of in-person meetings will be dependent upon where the Apparent Successful Bidder is located.
19. **QUESTION:** Has any research been done to assess the current level of public knowledge and perceptions of charter schools? If yes – will that research be available to the selected agency? If not, would the Commission consider initial baseline research in addition to the work outlined in the current scope of work?
ANSWER: No formal research has been done by this agency. We are currently only looking for work produce as outlined in the scope of work on this RFP.

20. **QUESTION:** Will the Commission provide the selected agency with a copy of the 2018-21 strategic plan?

ANSWER: The strategic plan can be found on the [Commission's Website](#).

21. **QUESTION:** How important is it that the agency have specific knowledge and/or experience with Washington's charter public schools and the Washington's Charter School Act? If an agency has experience working in the public charter school arena in another state, does that meet the RFP qualifications?

ANSWER: Per the RFP, a contractor must have an understanding of traditional public education system and charter public schools' unique relationship to that system historically. This understanding does not have to be Washington specific, however it would be desirable for the contract to have a knowledge of Washington's public charter schools and Washington's Charter School Act.

22. **QUESTION:** Does the Commission have experience working with agencies to perform similar communications or marketing work? Is there an incumbent agency?

ANSWER: No, there is not an incumbent agency.

23. **QUESTION:** Does the Charter School Commission have social media accounts? If no, would the Charter School Commission be interested in starting them?

ANSWER: The Commission does not have social media accounts. We are not opposed to the idea, but that is not an immediate need of the agency.

24. **QUESTION:** Is the \$60,000 budget a total budget? Are there opportunities for expansion in scope including videos and paid digital media to help inform the public?

ANSWER: \$60,000 is the total budget. There are no current needs for videos and paid digital media; our current needs are outlined in the RFP.

25. **QUESTION:** Who would serve as the main spokesperson for the Charter School Commission?

ANSWER: Executive Director, Joshua Halsey.

26. **QUESTION:** We are an out of state agency, are you anticipating a need for face-to-face meetings, or can all work be conducted via email and/or conference calls.

ANSWER: We are open to having meetings via email/Zoom/calls; the contractor is not required to be local.

27. **QUESTION:** Can you give more information on securing partnerships with internal and external stakeholders, again is this understood that an out of state agency could meet all deliverables?

ANSWER: The contractor is not required to be local.