

**Q & A FOR RFP 2025-03 TEACHER RECRUITMENT-MARKETING**

**NEW CLOSE DATE FEB 3, 2025 4pm CENTRAL**

<b>QUESTIONS</b>	<b>ANSWERS</b>
Is there an incumbent, or a list of pre-qualified firms you can share? (Irma Goldberg, B.I.)	There are no prequalified firms. As this is a new RFP, there is no incumbent.
Is there an expected budget envelope for this engagement you can share? (Irma Goldberg, B.I.)	No, we do not disclose budget information ahead of time.
When bidding on this particular proposal, are we able to just submit a proposal on the Recruitment Materials portion of the bid process?	We ask that proposals cover the full scope of the request in the RFP.
Are all deliverables requested anticipated to be due by a specific date or can our Agency establish delivery benchmarks over the contract period of two years?	The agency can establish delivery benchmarks over the contract period, as long as they are acceptable to ALSDE staff.
Can we have access to the brand guidelines prior to the proposal submission?	Yes, a brand guide is available for review.
Is there an ad spend budget already established to cover the two year contract period or will our Agency need to suggest an ad spend allotment?	We do not disclose budget information ahead of time.
Will we have access to data from previous campaigns to see past performance?	No, the previous firm's performance data is not available to competition.
What will the approval process look like during our engagement? And who will be our point of contact?	The RFP approval process is ultimately approved and awarded by the CPO.
In the RFP it mentions the development of training materials. Can you expand on this? Is this a type of deliverable for teachers or for the ALSDE team?	The mention was inadvertent. The RFP was amended to remove the mention of training materials.
How long will the commercials run (one year, in perpetuity, etc)? Or is this something our Agency would need to suggest?	The agency would suggest a mix of mediums, which would include a schedule for TV, etc.
We see that for 2022-2023 the department worked with the same agency for this campaign. Could we get insight into if they will be considered again for this project since they've built that relationship?	The RFP is open for all who are qualified, including those who have previously worked with the department.
Do you have a budget range for the first and second year of the project that you can share?	No budget range is available to share.

How does ALSDE define and prioritize “diverse populations” and are there other groups to target beyond African American, Hispanic, and Korean audiences?	While there are multiple ethnicities in the state, African American, White, Asian and Hispanic represent the majority as determined by the races represented on the State Report Card.
What is the allocated budget for this project?	We do not disclose budget information ahead of time.
How does ALSDE wish to measure the success of this project? What are the specific performance indicators or benchmarks?	Ultimately, the amount and quality of educators seeking a valid teaching certificate is the primary indicator. Other metrics like traffic to We Teach website also considered.
Should the marketing campaign plan incorporate and promote the Alabama Alternative Teacher Certification pathway?	It can. We are seeking traditional and non-traditional candidates to teach in Alabama.
Do you have a range for the first and second year of the project that you can share?	We do not disclose budget information ahead of time.
Can you provide metrics and an overview of the current recruitment campaign initiatives?	No.
What level and subject of education requires the most recruiting?	Special Education, Mathematics, and general education in rural areas are a priority.
What areas in the state are more difficult to recruit and retain employees beyond the Black Belt Region?	Rural and inner-city school systems are priorities.
On average, how many total teaching positions must you fill to meet the teacher/student ratio each year?	No predetermined amount. Wherever the need arises. There are approx. 49,000 teachers statewide.
Are there any lessons or data from previous recruitment campaigns that we can leverage to develop our strategy?	No.
Are there specific regions or cities within Alabama where recruitment efforts should be prioritized for greater impact?	The Alabama Black Belt region is a priority, as are the more rural portions of the state.
Do you have a profile/persona for the ideal teacher recruits, and can you elaborate on this or will this be developed during the Discovery period?	Nothing other than to say young people who are interested in a career in education, and more experienced adults who want to teach as a second career.
Can you provide metrics on the number of applicants and new hires for the school year?	No.
Can you provide metrics on retention?	No.
Will firms outside of Alabama be given equal consideration in the process or are you looking for more local agencies?	Yes.
There are 140 school districts in Alabama. Will correspondence be managed through the Mobile Department of Education office and then filtered down to the districts by ALSDE or will the selected agency work with the local districts directly?	No. The agency will work directly with the ALSDE, not individual LEAs.

Recruitment materials – can you provide estimated amounts for the promotional items on an annual basis?	No.
For social media management, does ALSDE envision the vendor taking full ownership of posting and engagement, or will it involve a collaborative effort with ALSDE Communications staff?	No, not full ownership on social media engagement. The vendor’s portion will be a supportive/in addition to existing social media efforts.
Regarding broadcast television and radio ads, does ALSDE have preferred networks, channels, or platforms for targeting specific demographics (e.g., regional radio stations in the Blackbelt)?	No preferred network; however, the reach and viewing area should align with the overall objective.
Do you have a PR firm on board that the selected agency can work with to promote successes?	No. The selected agency will work with the ALSDE Communications team and other ALSDE personnel.
Are there any untapped opportunities or approaches ALSDE would like vendors to explore that have not been explicitly outlined in the RFP?	The RFP states suggestions from vendors for budget items that have not been identified and are not already included in the budget are welcomed.
Is this a new contract or was there a previous vendor? If there was a previous vendor, who was it? If there was a previous vendor, can you, please also send over the details of their proposal?	This is a new contract as the old contract has lapsed. No previous vendor information is supplied.
Is there an incumbent agency for ALSDE?	No.
For recruiting engagement, how many locations and number of events do you anticipate for this initial year based upon past performance? Were the results adequate or did they exceed your expectations?	No set number of specific events. This information would be determined by the awarded agency.
How are you looking at partnering with high schools and colleges on innovation and creating a pipeline of passionate, committed teachers?	Possible; however, the primary focus are those looking for either a first or second career in public education.
Describe your ideal marketing partner?	An ideal marketing partner is collaborative, creative, and data-driven, with a strong focus on understanding the target audience and delivering results through innovative strategies.
What are the current public perceptions regarding education in Alabama?	Public perceptions vary. There are concerns about funding, teacher shortages, and test performance; however, many see efforts to enhance career readiness programs and increase investment in technology and early childhood education.

Can you clarify the balance of effort expected between teacher recruitment and public perception improvement in the campaign? How will success be measured for each objective?	Both are important, teacher recruitment is easier to quantify. Applications, traffic to website, etc. are quantifiable. Public perception is more nuanced.
Are you requesting detailed information on our creative development process once the strategy has been determined? Please explain what you are requesting.	No. More concerned with the outcome of your efforts and impact on the overall objective.
Have open houses/recruitment events been used in the past and if so, can you provide any insight on results?	ALSDE has two full-time recruiters who host events off site. No detailed insight on these events.
How is ALSDE trending towards public education? (Some states are pushing for vouches, and other states are insisting on investing in public education.)	More than 90% of Alabama's student attend public school. The CHOOSE Act has made opportunities available for some; however, the overwhelming majority of Alabama youth attend public school.
How are the state political trends as well as the economy and or industry viewing public education? (I.e. Book censorship, diversity/equity/inclusion support, etc.)	Alabama's conservative leadership focuses on the core fundamentals of education (literacy, numeracy, career prep, etc.) doesn't delve into culture issues and social hyperbole.
Is there an incumbent agency?	No.
What was the hourly rate for services on the last contract of similar scope?	Information not available.
Will local or in-state firms be given higher preference pr ratings?	No.
What requirements (licenses, etc.) will you require of out-of-market firms?	No special considerations/requirements for out-of-market firms.
Do you have a preference on how we outline how our services will meet the RFP requirements?	No.
Is there a page limit?	No.
Do you require instate examples of work or will out of state similar work be acceptable?	No requirement for in-state work. Similar out-of-state work is valid.
Will you require onsite personal for any events or meetings?	It would be helpful but not mandatory.
How often will in-person services be required?	Not predetermined.
Are there specific goals or incentives for minority-owned businesses, or are there preferences for vendors with a demonstrated commitment to diversity?	No.
Are there specific teacher demographics or career stages (e.g., early career, mid-career, retirees changing careers) that should be prioritized?	Each are important; however the primary target audience would be those looking into education as a first career and those looking at education for a second career.
Are there underrepresented groups or regions (e.g., Black Belt area) where recruitment efforts should focus more intensely?	The Black Belt area and the most rural of communities need extra assistance attracting educators.

What metrics will be used to measure the success of the campaign (e.g., applications received, website traffic, engagement rates)?	Applications, certification requests, website traffic, engagement rates.
Are there specific benchmarks or past campaign data to guide the evaluation?	No.
Are there particular benefits of teaching in Alabama you want highlighted (e.g., incentives, work-life balance, community impact)?	Good benefits, room for professional development and growth, competitive salaries, making a difference.
Are there negative perceptions or challenges you want to address head-on in the campaign?	Reminding the audience education is a highly respected and rewarding career choice.
Is there a ballpark budget or range that should guide the proposal?	No.
Are there predefined budget allocations for specific campaign elements (e.g., digital, print, broadcast)?	No.
Are there existing materials or branding assets (e.g., style guides, previous ad campaigns) that we should incorporate or build upon?	Yes, a brand guide is available for review.
Are there pre-established contracts with media outlets or platforms we should use?	No.
Should the proposal include a comprehensive strategy with execution, or just specific campaign components (e.g., digital ads, materials production)? Are there any elements of the scope (e.g., specific media channels, promotional items) that are optional or secondary?	A comprehensive strategy with execution. All elements are considered of the scope are essential.
What level of involvement will ALSDE's internal team have in the project (e.g., providing data, approving creatives)?	Providing support, information, perspective on issues, etc.
Will ALSDE staff handle specific outreach tasks, or is that entirely the vendor's responsibility?	This will be the vendor's responsibility solely.
Are there preferred or restricted subcontractors/vendors for specific services (e.g., billboard companies, production studios)?	No.
Are there specific milestones or events (e.g., job fairs, application deadlines) that the campaign must align with?	Nothing predetermined; however, there is room for alignment if needed.
How soon after contract award will the campaign need to launch?	ASAP
What is the review and approval process for campaign deliverables?	Preview and approval involves internal review for alignment with goals and standards, feedback, revisions based on input, and final approval before release.
Will there be a single point of contact for decisions and feedback?	Yes.

Are there preferred platforms for digital advertising (e.g., Google Ads, Meta platforms)?	No.
Are there any restrictions on technology or tools (e.g., TikTok not being viable)?	The only social media restriction now is TikTok.
What format and frequency of reporting are expected (e.g., weekly updates, monthly analytics reports)?	Monthly and quarterly updates are appreciated.
Are there specific data points or insights ALSDE wants tracked?	No.
Are there opportunities to propose additional creative strategies or tools beyond those outlined in the RFP (e.g., AI-driven analytics, new media platforms)?	Yes.
How open is ALSDE to pilot testing or innovative approaches?	Open to innovative approaches, particularly those that data driven, effective, and efficient.
Does ALSDE have a budget, or budget range, in mind for this effort? This will help us ensure we develop the best approach for the budget available.	No.
Is ALSDE seeking a creative partner as well as a media planning and buying partner, meaning you are also looking for an agency to actually place/optimize/manage any paid media buys? If so, should our RFP include a recommended media budget or is there a budget determined you can share? Note that we can also serve just as a creative partner if the actual purchasing and managing of paid media will be handled internally.	ALSDE seeks both a creative and buying partner.
The scope of work includes, “Responsible for providing updates on engagement and outreach efforts to potential candidates. – are you requesting that the partner also manage recruitment of teachers and conduct these outreach efforts to candidates? Can you please clarify what this specific scope item entails?	The ALSDE has two full time recruiters. This campaign will, in addition to the campaigns, assist existing recruitment efforts.
Will down-funnel metrics be made available to awarded agency for campaign optimization? For instance, we will the awarded agency learn the number applicants for teaching certificates by campaign source code (or other tracking code used to track an applicant’s source)?	Yes. Any information that can be obtained through the ALSDE will be made available to the awarded agency.
Are you able to share any guidance on expected net media budget or net media budget from previous campaigns/marketing efforts?	No, we do not disclose budget information ahead of time.

Any policies prohibiting the use of third-party measurement/conversion tracking (ex: Meta Pixel) or leveraging retargeting or lookalike modeling for paid media channels?	No.
Should responding agencies factor creative services (generation/production of copy, images, videos, etc. used in marketing materials) into proposals or will creatives be developed either internally or by a third party?	All creative services will be completed by the awarded agency.
The RFP references including some neighboring states in the campaign reach as stated on page 4, section 1.1. Can you rank the neighboring states in order of importance for the campaign?	All neighboring states present competition with Georgia and Florida being key competitors.
When was the last time ALSDE conducted research on the public's perception of education in Alabama? If not current, will a new research study need to be included in this proposal?	No.
What is the anticipated budget for the first period of up to two (2) years of the contract? Do you anticipate that to be broken out evenly for years one and two?	We do not disclose budget information ahead of time.
What strengths are important to ALSDE for your selected firm?	An ideal marketing partner is collaborative, creative, and data-driven, with a strong focus on understanding the target audience and delivering results through innovative strategies.
What were some challenges/concerns with the previous teacher recruitment campaign?	There were no identified challenges with the previous campaign; however, the contract expired.
Does the ad spend for TV, radio, billboard, OTT (Hulu, prime, spectrum), Google ads, and print media need to be built into the overall submitted budget or can we bill separate after the information for services is provided by the communications section of the ALSDE?	The overall ad spend should be built into the budget.
Do we have a web landing page so we can measure traWic? Is this a landing page campaign? Is this something we can develop or do we have to use the State's website?	The vendor can built a landing page that can be added to the department's existing page.
If we must use the state's website, would we be provided a page to run the advertisements too?	Yes.

Can we make our own landing pages? Can we then forward that contact information back to the State department? Could this be a measurement of success?	Yes.
Is there a percentage increase in your system applications that we can verify success?	No specific percentage increase has been determined; however, applications, website traffic, certification inquiries, etc. can be used as a measurable metric to verify success.
Pertaining social media accounts, are we only developing content and running ads for this specific campaign or are we managing the entire account?	Just for this campaign. The department has a fulltime social media manager.
Can we be granted access to the state's ads managements account(s)? If not, can we create a new ones to run this campaign within?	You can create new one to run this ad campaign within.
How many recruitment events are we required to support throughout the year?	This is yet to be determined.
Do you have records of previous volumes of recruitment materials ordered for past events? If so, can you share?	No.
Are we to include recruitment material costs within our overall budget, or can we bill the state separately based on the volume needed?	Yes, all costs should be reflected within the overall budget.
For any given recruitment event what is your recruitment material volume per event?	Information not available.
For commercial video production, do we need to hire actors, or can we pull talent from the state schools?	With appropriate permissions, talent can be used from within existing schools.
Do you have specific schools you would like to focus on, if so can you disclose locations?	No.
Do you have a certain number of commercials you would like to produce? If so how many?	No.
Do you have a specific number of billboards required? If so how many? Are you wanting to have these up for the entire 2 years?	No.
Is the target "middle-aged individuals" and "career changers" the core audience you want to go after OR just a suggestion?	The target audience would be those looking into education as a first career and those looking at education for a second career.
Do you have specific magazine vendors in mind? If so who?	No.
Are you wanting to buy magazine advertisement all year round?	It's possible, depending on the publication's core audience.
Will you disclose, by priority the programs and initiatives to highlight in this campaign? If so which ones?	No specific programs, however hard to fill areas like math and special ed are uniquely important.
How many commercials are you expecting for this campaign? Monthly? Quarterly? 10? 25?	If there are no specific expectations, the number of commercials for the campaign would depend on the campaign's goals, target



	audience reach, and budget. Proposal should represent vendors best case scenario.
Are we able to create the creative material during the first couple months, then start the campaign?	Yes.
Are you wanting to create separate creative periodically throughout the year to update the campaign?	Yes.
Based on ad spend, are you planning to reach farther than Alabama and the surrounding states?	No.
How much overall marketing are you wanting to do outside the state versus inside the state? Please give a percentage if possible.	Primarily inside the state; however, neighboring states are competition for our best and brightest teachers.
Are you wanting us to provide our marketing campaign idea within the bid, or can this be discussed after award?	Certainly, campaign ideas within the bid.
If ad spend for all the marketing campaign material is required, can we place a limitation on the overall ad spend of the campaign?	No, we do not disclose budget information ahead of time.
Will the Communications section of the ALSDE specify all ad spend or rely on the professional recommendations of the winning vender?	Strongly rely on the professional recommendations of the awarded agency.
Do you need E-Verify of all our vendors or just our contractors included within the bid?	We need the E-Verify Appendix for the vendor submitting the bid/
Would a price range for TV/Radio/Outdoor and other Creative Services be acceptable?	Yes.
Can we provide examples of work?	Yes.