

Question and Answer Document

Please submit your questions in the form below by the date and time established in the RFP.

| # | RESPONDENT'S QUESTION | STATE'S RESPONSE |
|----|---|--|
| 1 | Are you interested in campaign elements other than the digital tactics listed in the RFP (for example, earned media, events, outdoor ads, etc.)? | We are not unless there's a compelling reason for utilizing said campaign elements. |
| 2 | Will the chosen vendor be responsible for implementing website updates, or making recommendations for another website vendor to implement? If the former, should those updates be factored into the budget? | No. |
| 3 | To confirm, the budget is \$750,000 over one year for all advertising expenses and staffing costs, correct? | Yes. |
| 4 | What demographic information (geography, income, education level, etc.) is available about visitors to NextLevelJobs.org, applicants to the program and enrollees? | For students who have visited NextLevelJobs.org and gone through the survey portal, we have geography, education level, interests and contact information-- all answers to the questions included on the survey. For students whose contact information we receive from filing the FAFSA or from other institutions, we only have basic contact information. |
| 5 | What demographic information is available about the people who have completed various training programs with Workforce Ready Grants? | We don't have this information currently. |
| 6 | Of the five industry tracks, what is currently most popular and where do you see opportunity for growth? | Health & Life Sciences is the most popular. The lowest number of enrollments is in Transportation & Logistics. |
| 7 | How would you rank your goals in terms of priority (website visits, completed applications, enrollments and program completion)? | 1.Enrollment 2.Applications 3.Completions 4.Website visits |
| 8 | Are you currently engaged in email marketing campaigns, direct mail, paid search, etc.? Would the chosen vendor be creating content to support those efforts, or building new efforts from the ground up? | We are currently engaged in paid search and digital efforts. We send out emails that are crafted in-house to eligible students. New efforts would not be build from the ground up. |
| 9 | To what extent is reaching Spanish-speaking populations a priority? (On a scale of 1 to 10, with 1 being not at all and 10 being very strong.) | 5-- we don't have much information about this population as it relates to the grant. |
| 10 | When would you envision kicking off this yearlong effort? | July 1. |