

# Communications Assessment RFQ – Questions/Answers

**1. Will you consider the work to be done by firms located outside of California?**

Yes, however local firms are preferred due to their proximity and understanding of local issues.

**2. Are you open to conducting all the work virtually using video conferencing and other electronic communication methods or would you like some in-person meetings as part of the process?**

Qualified local firms with the ability to meet in-person is preferred.

**3. What types of groups do you consider your stakeholders?**

Stakeholders is a loose term referring to organizations or groups of people that work with, or have an interest in the Commission or early childhood development. Stakeholder groups can include, but is not limited to policy makers, elected officials, community leaders, service providers, non-profit organizations, and foundations. The list will be further refined with the selected consultant.

**What actions do you hope they take through your communication efforts?**

Build a communications platform to elevate children's issues and champion child development and early education systems.

**4. Do you currently track analytics on your digital marketing and communications?**

Not systematically. Facebook analytics are received, but only reviewed – not strategically analyzed. Website analytics are not currently reported on a regular basis.

**If yes, will these data be made available to the consultants?**

All data will be made available to the selected consultant.

**5. Can they define what they mean by “stakeholders?” We assumed that to be a spectrum of users of their services - parents, teachers, health care professionals, etc. A complete list would be nice.**

See response to question 3.

**6. Can they provide a description of the targets of their communication? Need to understand all the target audiences they are seeking to communicate with.**

The target audience is primarily funded partners, legislators, community leaders, etc.

**7. Will they provide the list of internal contacts for interviews**

Yes – Commission staff will work directly with the selected firm to provide the required resources to conduct the assessment.

**8. Will they provide the best-of-class agencies for comparison/benchmarking?**

The selected consultant is expected to identify comparison agencies as part of the assessment process. The Commission will strive to provide all information needed to complete the assessment.

**9. Will they provide the user data from their social media? Or provide us with access to analyze their accounts?**

The social media user data will be provided. Access to accounts will need to be discussed with the selected firm.

**10. What type of analysis have they already done that we can leverage?**

There has been no formal analysis on the strategic communications plan to date.

- Any kind of geography-based use analysis? No

- Any existing user research or analysis? No