



One Technology Court, Montgomery, AL 36116
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**Request for Proposal #
2021-2**

STEM Communications Statewide Study

Proposal Responses Must Be Received By: Date: June 29, 2021 Time: 4:00 PM CST

Proposal Responses Opened: Date: July 1, 2021 Time: 10:00 AM CST

Submit Bid Proposal to:

**AIDT
STEM Communications Statewide Study
RFP 2021-02
Attention: Gilmer Turner
One Technology Court
Montgomery, AL 36116**

ADDENDUM # 1

This addendum becomes a part of the bid response package. Please place a signed copy of this addendum with your bid response

Addendum Acknowledged by:

Name _____ Signature _____

RFP 2021-02
STEM Communications Statewide Study
Addendum # 1

AIDT STEM Communications Statewide Study / RFP Questions

- What is this project's proposed budget?
[The budget will be determined based on the competitive, creative services proposed.](#)
- Is the Alabama STEM Communications Plan (referenced in the first item under Scope on p. 16 of the RFP) complete? If so, could you share it for context?
[Yes, you can locate it on the website at \[stemcouncil.alabama.gov\]\(http://stemcouncil.alabama.gov\).](#)
- On pg. 14, within the "Purpose" section, the RFP mentions that the report should identify "key messaging to accomplish the goals and objectives for each target audience." Are these target audiences the same as those listed at the bottom of pg. 14 (Students, Parents / Guardians, Educators, School / District Leader, Business / Community Leaders)? If not, who are our target audiences in developing this report?
[Yes, they are the same as those listed at the bottom of page 14.](#)
- Who are they key stakeholders with whom AIDT will share the formal, finalized report?
[Members of the STEM Council, legislative officials, and the general public \(via posting it on our website\)](#)
- What is the ideal reach (audience size, geographic reach) for the research effort outlined in the third item under "Scope" on p.16 of the RFP? For example, how many interviews and focus groups do you envision including in this scope? How many stakeholders do you envision including in a survey?
[Based on the target audiences, the approach will hinge on the approach taken.](#)
- Could interviews and focus groups be conducted virtually as part of the research effort?
[A mixed approach of in-person and virtual is preferred.](#)
- Will the "Communicating STEM" Working Group oversee the project? How often do the STEM Council and its subcommittees currently meet? Is there a regular meeting schedule that could be utilized to accomplish milestone meetings for the scope of work?
[The Executive Director of the STEM Council will oversee the work.](#)
- Who will serve as our key point of contact internally with AIDT?
[Jill Corbin](#)

- Who will serve as our key point of contact internally with the Alabama STEM Council?
The Executive Director of the STEM Council
- What is the size and capacity of the STEM Council staff, and will members of the staff be available to administratively support the scope of work outlined in the RFP? (assist in identification of interview and focus group participants, schedule interviews and focus groups, develop contact lists for surveys, etc.)
STEM Council staff will not be available for this kind of support.
- Our team is based in Birmingham, Ala., but can organize a schedule to travel to and from Montgomery as necessary. Given the final bullet point on pg. 15 of the RFP, does this impact our candidacy?
This will not affect your candidacy. Teams from across Alabama are encouraged to apply. Montgomery is essentially the central location of the state.
- Does the budget include travel expenses? Our amount of travel would depend on whether we can do some work virtually.
The proposal submitted will be inclusive of all of your costs, and should be for services provided. Cost for travel should be included in your internal calculations.
- Does this RFP allow for joint responses from multiple agencies?
One agency will be awarded the contract. However, an agency may choose to operate as the lead and sub contract tasks and services to multiple agencies if they desire. If an agency chooses to do this, please outline this plan in the RFP response.
- Within the “Scope” section, on pg. 16, could you define the communications efforts you hope to engage in from October – November 2021?
No communication efforts will be conducted during this time frame. The work described lays the foundation for STEM Council communications after the entire study is completed.
- On pg. 17 within the “Evaluation and Selection” section, the RFP states, “Qualifications to be considered for evaluation include...experience of the Firm and its staff to develop the brand and the web portal.” Is branding and website development work included within this scope and budget?
This is a typographical error. Branding and website development are not included in this RFP, nor will they be included in evaluation and selection.
- The RFP mentions an agreement of up to three years on pgs. 18 and 19. Should our agency prepare to sign a multiyear agreement, or will this agreement solely extend through the duration of this project (January 2022)?
This is another typographical error. This RFP is only for the duration of this project, projected to expire in January 2022.

END OF ADDENDUM # 1