

RFP 2025-4| Statewide Awareness Campaign Inquiry & Response II

Answers below are in **blue**.

One of the Outcomes and Deliverables mentioned on Page 4 is 'Drive interested individuals/entities to complete an interest form.'

- Does this form currently exist? **We would expect a form to be created in conjunction of the landing page or microsite.**
- Who will manage the leads driven to this form? **The Alabama STEM Council**
- What will happen upon submission of the form? **Submissions will be funneled to our Ecosystems Coordinator who will use these to connect with the appropriate ecosystem.**
- Will the agency have access to form analytics to drive campaign performance? **Yes.**

One of the Outcomes and Deliverables mentioned on Page 4 is 'Sustain and increase target audience traffic to the website.'

- What is the current sustain metric? **There is not a current site, we would be looking for a proposal to include a landing page or microsite. Once launched, we would like for us to sustain momentum for the duration of the campaign.**
- What is the increase % goal? **N/A**

Page 5 mentions 'Landing page development and maintenance: Creating a landing page supporting the strategic goals of the program and driving interest in STEM Learning Ecosystems.'

- Is the specific ask for maintenance and updates to the existing site of <https://stemcouncil.alabama.gov/uteach-alabama/> or <https://stemcouncil.alabama.gov/stem-learning-ecosystems-planning-incentives/> ? **No, this would be a new landing page or microsite.**
- Or is the traffic being led to a site not held on the stemcouncil.alabama.gov domain? **Traffic would be led to a new landing page or microsite.**
- If the new landing page is on a separate domain will the Contractor have access to analytics on the stemcouncil.alabama.gov domain in order to aid retargeting efforts? **Yes, we would lean on the Contractor to provide recommendations on the site name and purchasing the domain.**

Are there existing KPIs being used for paid media platforms? **Not for this campaign.**

Asset Management

- What assets are existing for the Paid Media Campaign? [Minimal assets currently exist. A large portion of this campaign will rely on shooting new photo/video at Ecosystem events.](#)
- When will these assets be available for traffic? [There is a photo library available, but most may not be ideal for paid media. We will rely on the Contractor to provide feedback on said library.](#)
- How will they be provided to the Contractor? [Via Dropbox.](#)

Budget Clarification

- Does the \$200,000 budget include Paid Media inventory? Or just the planning phase? [Yes. Realistically 3 -4 months would be the duration of this campaign with asset collection and creation prior to/during the campaign.](#)
- If not, will there be additional funds in October for the new fiscal year? [Unknown.](#)

What is the status of RFP 2024-11? Can you confirm whether this RFP has been awarded, and if so, provide any publicly available information about the selected Contractor? Additionally, how does RFP 2024-11 relate to RFP Number: 2025-4? Are these connected initiatives or separate projects? [This was awarded to Copperwing Design. The two are separate projects.](#)