

ADDENDUM 1 QUESTIONS and ANSWERS - REVISED

Date: June 6, 2023

To: All Bidders

From: Carrie DeFreece, Procurement Contracts Officer
Department of Health and Human Services

RE: Revised Addendum for Request for Proposals Number 115517 O3, Center for Nursing Media Campaign to be opened Tuesday, June 13, 2023, at 2:00 p.m. Central Time

Questions and Answers

Following are the questions submitted and answers provided for the above-mentioned Request for Proposal. The questions and answers are to be considered as part of the Request for Proposal. It is the Bidder's responsibility to check the State Purchasing Bureau website for all addenda or amendments.

#	Scope of Work Section Reference	Scope of Work Page Number	Question	State Response
1.			Proposals will be opened on 6/1 at 2:00, but by when do they have to be delivered?	Proposals must be submitted and received immediately prior to the opening, at 1:59 pm on June 1 st .
2.			What is the budget? Agency fees vs Working media?	A budget will not be shared as part of this procurement. Bidder's submitted costs are based on their proposed solutions. Bidders should consider submitting their best price.
3.			What is your priority audience? – IE getting more students into nursing or recruiting nurses to the state? Work to keeping nurses in nursing or keeping nurses to stay in the state?	Recruitment into the profession and retention in the career are a high priority. Communicating the value/need for RNs and LPNS in providing care is also a priority.
4.			What programs are already in place to recruit nurses into the state?	There are currently no recruiting programs via the state of NE; there are many recruiting agencies, though, especially since COVID.
5.			What programs are already in place to recruit students in to nursing?	None via the state of NE; just individual schools

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6.			What programs exist with hospitals, health systems, providers and academic systems to recruit and retain talent?	Retention is the big question – some employers still believe that nurses ARE the problem, instead of building a culture of collaboration and mutual recognition for successes, especially during COVID. One urban hospital system continues to have a front-line turnover rate of near 40% - NE cannot create nurses fast enough to fill that demand, which is unreasonable.
7.	Section I C. Schedule of Events	12	The RFP indicates the Proposal Opening date is 6/6 at 2pm. Is there a specific date and time the proposals need to be submitted prior to this?	See Question 1.
8.	Section V 1. Scope of Work	43	Are there any existing brand guidelines or standards in place for CFN we need to keep in mind?	There are currently no branding guidelines or standards in place for CFN.
9.	Section V 1. Scope of Work	43	Are you currently doing any promotional campaigns in marketing for CFN? And/or are there any previous promotions that we should be aware of?	There have been no prior formal campaigns. The CFN does have a website and social media accounts. center4nursing@nebraska.gov
10.	Section V 1. Scope of Work	43	Do you have an existing contact list of nurses and/or other audiences we can utilize for market research?	Yes
11.	Section V 1. Scope of Work	43	Can you elaborate on the scope of the existing research and data that already exists for the purpose of what additional research may be needed?	Existing research is data gathered biennially during renewal surveys of RNs and LPNs for a snapshot of workforce status. That data can be viewed at center4nursing@nebraska.gov
12.	Section VI Budget	49	Do you have a year one budget for this work? And for subsequent years?	See Question 2.
13.	Section V.B.2	35	Are you expecting the agency to provide creative spec work?	Creative spec work would be nice, however, samples of current work that might provide examples would suffice.

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14.	Section V.D.1-2.	36	Can you please provide some additional clarity about the level of detail you are looking for in both the Work Plan and Project Planning and Management sections?	The RFP response should have enough detail to accurately depict the plan that is being proposed. The approach to Project Planning should be detailed enough to describe how you work with clients on a project such as this and the process that is undertaken to meet the goals of the RFP.
15.	Section IV.A and IV.C and Cost Proposal Sheet	30	<p>What are your expectations on billing frequency? As outlined in section IV-A, it gives the impression no billing can occur until everything is completed. With an ongoing plan as described, we would hope for the opportunity to invoice monthly (or regularly) beginning at the first month of work.</p> <p>Section C and the Cost Proposal doc mention there is room for agreement, but we would like clarification.</p> <p>We would also hope to bill a certain amount up-front to cover potential contractor expenses. Is that agreeable?</p>	Because of statutory limitations, the State of Nebraska is unable to make an upfront payment prior to any work being completed. Once initial meetings have begun on the project, payments can be made. It is preferred that there are either milestone payments or regular interval payments (i.e. Monthly or quarterly). This will be negotiated at the onset of the contract.
16.	Section VI.A.1.j.	39	As the campaign progresses if we need to change/add contractors as the scope work becomes more clear, is that allowed?	All changes must be pre-approved by DHHS and must remain within the original scope and budget. Any potential subcontractors must be noted in the original proposal.
17.	Cost Proposal Sheet	1	Is there a minimum or high-end budget threshold that we should keep in mind? For instance: \$50,000 - \$100,000 \$100,000 - 250,000 \$250,000 - \$500,000	See answer to Question 2.

This addendum will become part of the proposal and should be acknowledged with the Request for Proposal.