

Solicitation Section Reference	Solicitation Page Number	QUESTIONS	ANSWERS
B. i.	34	Is the Department looking for a full website build and design from scratch, or website refresh and a new landing page/micro-site?	The CFN is looking for a full website build and brand design from scratch.
1a	33	Will the department furnish any examples of current or previous advertising/marketing campaigns for this subject as part of the RFP process?	The CFN has had no formal prior marketing campaigns; most promotional examples of past work are on the website https://center4nursing.nebraska.gov/
E. d.	36	Aside from the detailed digital analytics listed, what other acquisition and retention metrics are important to the department for this campaign? (i.e. cost per lead, cost per acquisition, retention rate etc.)	Since this is a new venter for the CFN, data analytics ARE important, but the CFN would have to grow and learn with the provider as to which measures would have the most meaning to CFN membership.
C. i.	35	Will the department provide the contracting agency with access to their existing photo & video library assets?	Yes, but as noted above, they are limited in scope
2	36	What is the hiring timeline and what are the conversion points from recruitment to hiring?	The CFN hopes to move as soon as possible to get the project up and running.
C	36	Will the department require the contracting agency to employ real nurses as actors for advertisement, or will the agency be allowed to hire professional talent?	The agency will be allowed to hire professional talent, as long as the campaign representing nurses is approved as 'real' and 'relevant' to nursing.
Section E.	36	The RFP states the contractor start date is September 17, 2023. It also states the completion of a detailed workplan is expected within 2 months of contract execution and the first round of promotional materials is to be completed within 3-6 months of contract execution. On the cost sheet, it shows 12 months as the UOM for Integrated Marketing Services and Ongoing social media marketing.	This has been changed on the cost sheet. Bidder should insert estimated number of months for Integrated Marketing Services during the first year.
Deliverables & Due Dates			
		Can you confirm if the contract timeframe for the first year September 2023 to September 2024?	Yes, the first year is intended to run from September 2023-September 2024.
Section V - A - 3b - i		Web based training:	
		- Can you expand on the scope of this training need? What are your goals for this and how robust will it need to be?	This is a generic listing of potential services that can be offered. It is not likely that training will occur under this project.
		Web casting:	
		Video conferencing via the web	
		- Can you explain how this would be different from utilizing a service like Zoom, Microsoft Teams, Google Workspace or other prebuilt webinar platforms? Or do you need a custom build and integration within the website?	This is a generic listing of potential services that can be offered. Prebuilt platforms are acceptable. There is no need for custom.
		Section 508 compliance, including captioning services:	
		- Is the captioning service for the above mentioned webcasting and training? Anything else?	It would be applicable any time it is required for compliance. It would depend on the bidder's proposed solution, marketing outlets, and types of media utilized whether or not this would be a requirement.
		Online media management:	
		- Can you explain more about your need here? The types of media you need to manage.	This is a generic listing of potential services that can be offered. Media management is wholly dependent on the proposed solution of the bidder.
		Hello, In reviewing the posted RFP project documents the first page of the RFP has the opening date/time listed as August 23, 2023 at 2pm CT; however the schedule of events on page 2 and the Das website notes that the opening is August 25, 2023. Can you please confirm which date is the opening. Thank you!	Opening date was scheduled for August 25. It is being extended to September 1.
		Have there been any previous campaigns performed with similar goals? If so, how successful were they and do you have any information on key initiatives they performed?	No prior formal campaigns
		Are there good standing relationships with the nursing programs in the state for collaboration and measuring success?	Yes - the CFN collaborates with all approved nursing programs in the state of NE
		Are there any scholarships or incentives available to nursing students that we should be aware of to leverage and promote as we craft campaign ideas?	Yes - the CFN collaborates with all approved nursing programs in the state of NE, dhhs.nursingscholarship@nebraska.gov