



QUESTIONS AND RESPONSES ON THE MAP MARKETING REQUEST FOR SERVICES

April 11, 2018

1. Will all three agencies weigh in on the marketing consultant decision?

No. As the Implementation Partner for the Mississippi Apprenticeship Program (MAP), the Mississippi Community College Board (MCCB) will be fully responsible for selecting the marketing consultant and overseeing the marketing scope of work. However, we will collaborate with our other agency partners around the marketing strategy that is developed.

2. Should the costs for media placements be included in the marketing consultant budget?

Yes. All media placement costs must fall within the \$115,000 total budget. Proposers should indicate the media placement costs associated with the proposed marketing campaign plan. Should these costs prove to be extensive, MCCB will negotiate with the selected consultant to determine the trade-offs between these placements and other products or activities required in the Request for Services to maximize the use of the available resources.

3. Should external vendor production costs be included in the marketing consultant budget?

Yes. All production costs must fall within the \$115,000 total budget (regardless of whether these costs are above or below \$50,000). MCCB may negotiate with the selected consultant around the copying/printing of various print materials, as it may be more cost effective for the agency to have these items copied or printed in-house.

4. What is MCCB looking for with the cultural competence bonus question?

MAP has a strong focus on helping diverse populations (women, communities of color, veterans, youth, Opportunity Youth, people with disabilities) access the “earn and learn” opportunities afforded by Registered Apprenticeship. In the cultural competence bonus question, MCCB is interested in learning about any experience your agency has had in developing marketing strategies/materials targeted to any of these diverse populations. We’d also like to know if you have had any experience working with organizations that serve any of these populations.

5. Can the proposal be hand delivered?

Yes. Whether mailed or hand-delivered, all proposals **must be received by Thursday, April 12, 2018, 4:30 pm CDT.**

Please send or deliver one (1) original proposal, three (3) copies, and a flash drive with the electronic version of the proposal to:

**Kenneth Wheatley
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Mississippi Community College Board
3825 Ridgewood Road, Room 623
Jackson, MS 39211**