

2024-CAM-03
Questions and Answers
1/26/2024

Question #	Question	Answers
1	Can MassTech share which industry benchmarks are being used (as some benchmarks can go as deep as sector, org size, etc.) and by what percent does MassTech consider success when exceeding these industry benchmarks?	When we state “interaction with industry benchmarks,” we are referring to how the marketing content is performing against other similar marketing. Industry benchmark refers to the following types of categories: click through rates, marketing interactions, conversions, page interactions, etc.
2	Targeted Geographical Areas (TBD): Can you provide any details on ideal geos or what determinations/considerations will be assessed to determine these geos?	The geographical areas to be considered are Gateway Cities and cities that have manufacturing training opportunities within them.
3	Branding: Will all of our efforts be directed towards MassMakes.org , and not MassTech.org -or- https://broadband.masstech.org/about-mbi ?	Yes, branding will be directed towards MassMakes.org, which is a property under the MassTech.org website.
4	Languages: Will collaterals need to be developed in any other languages other than English?	Expanding collaterals in this manner is part of a long-term strategy but is not expected under this contract.
5	COP/Strategy Planning Mtgs: Will participation be required in-person or virtually?	Both in-person and virtual meetings are expected.
6	What does the term “Mini Bid” mean?	The Mini-Bid reference in the Excel spreadsheet is incorrect and will be corrected to read RFP.
7	The total proposal should not exceed \$375,000. Does \$375,000 include personnel cost + ad spend?	Yes, the not-to-exceed amount of \$375,000 does include the cost of personnel and ad spend.
8	What has been the budget for the ad spends in FY2023/2022/2021?	The overall marketing budgets have fluctuated annually based on braided funding streams, so a specific budget cannot be provided.
9	RFP Format: Is there a preferred format for the RFP submission?	The preferred format is Microsoft Word, with the included information and attachments as set forth in Section 3 of the RFP.

2024-CAM-03
Questions and Answers
1/26/2024

10	The RFP states that our total proposal should not exceed \$375,000 but the Budget Template states the contract budget should not exceed \$500,000. Can you please clarify the total budget?	The correct amount is not to exceed \$375,000 for this RFP. The \$500,000 amount listed in the template is incorrect and will be updated to reflect \$375,000.
11	Can you provide additional context around the “Map training offerings across the state to identify gaps (for use in strategic planning)” point listed in the RFP’s Scope of Work?	The contractor will work with MassTech and other state partners to map current (calendar year Jan 1- Dec 31, 2024) manufacturing training programs offered throughout the Commonwealth. The selected applicant will be expected to create visual displays that illustrate the location of training to identify concentration areas and/or areas without access to training.
12	The Scope of Work includes “Participate in presentations to state partners on marketing strategy and marketing data analytics.” Are you able to share the identities of these state partners?	Specific state partners are not available at this time, however, examples may include workforce development partners (e.g. MassHire Workforce Boards, MassHire Career Centers, Community Colleges, etc.) and other state agencies.
13	With regard to the Procurement Conflicts Policy listed on the Mass Tech Collaborative website, where can we find a list of the Mass Tech Collaborative’s Grantees in order to ensure no conflict?	Please send a request to proposals@masstech.org requesting this list.
14	Do you have documented visual identity guidelines with shareable vector and raster brand assets for both print and digital use?	No, this is not something MassTech can provide at this stage.
15	Will you define the co-branding or is this something that will need to be created?	Manufacturing training across the Commonwealth is offered through several providers and funding sources. The co-branding will need to satisfy all parties without compromising the style and identity of the MassMakes brand.

2024-CAM-03
Questions and Answers
1/26/2024

16	Will it be possible to learn more about your existing library of assets before creating a formal quote for the RFP?	Please reference the MassMakes.org site to better understand the brand and current design.
17	The RFP references "data driven updates" to the Mass Makes site. If these are user experience (UX) recommendations, will our team be making those changes and do we need to include developer hours? Or will we simply be making recommendations that will be implemented by the Mass Makes team?	The successful firm will work with the MassTech team to make these changes, which could include UX and/or content changes depending on what data is suggesting.
18	Similarly, if there are recommended content updates to the sites, will our team be working in the website CMS, or will those be handled by the Mass Tech team?	See Above
19	Regarding this criterion: "Experience working with manufacturing, education, and/or state agencies". Are all three of these required, or is experience in 1-2 of these areas acceptable?	MassTech is ideally looking for firms that have experience with all three areas to successfully implement our marketing. If you have worked with two or more of these categories of organizations you are still encouraged to apply.
20	Whether companies from Outside USA can apply for this? (like, from India or Canada)	All firms are welcome to apply; location, however, will be considered during proposal review.
21	Whether we need to come over there for meetings?	We anticipate in person and virtual meetings for the successful firm.
22	Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)	All firms are welcome to apply; location, however, will be considered during proposal review.
23	Can we submit the proposals via email?	Yes, proposals must be submitted to proposals@masstech.org , as specified in Section 3b of the RFP.
24	What is the split of the \$375,000 budget for agency fees vs. media spend (is it 60-40/50-50/40-60?)	See question 7. It is up to the applicant as to the split.
25	Can you provide further clarification regarding the media specific deliverables for social and digital or the podcast (e.g. how many	The proposed media activities and specifics regarding the media activities are to be determined by the applicant based on their expertise and proposal.

2024-CAM-03
Questions and Answers
1/26/2024

	episodes are expected to be produced in the timeframe or is this podcast advertising only)?	
--	---	--