

## Frequently Asked Questions about the Marketing Trainer RFQQ 05-12

**1. If I submitted a proposal for the first RFQQ, 05-10, do I have to send a completely new proposal?**

Yes. Since this is considered a new solicitation, we'll require a new set of proposals from the consultants.

**2. If I submitted a proposal for RFQQ 05-10, may I have access to the scoring and evaluation of that round?**

Sorry, we cannot share the initial scoring and comments from the first round of proposals. Since a contract did not result from that RFQQ, that information is not considered to be a public record. In addition, sharing that information may be perceived by other consultants as providing an unfair advantage to those who submitted proposals to the previous RFQQ, 05-10.

**3. If I didn't submit a proposal for the first RFQQ, may I submit one this time?**

Yes.

**4. Do you have a budget in mind for this project?**

Yes, there is a maximum of \$100,000 allocated for this effort. However, this project is funded with federal funds and both the federal and state financial offices expect that these funds be used in the most cost-effective manner. Therefore lower is better, if possible. The cost is one of the elements on which the proposals are scored.

**5. Who will be taking the training?**

The workshops will be open to all levels of library staff from all types of libraries across the state. We wish to do targeted workshops for academic, school, and public library staff. Staff coming from small libraries will probably be library directors; from the larger libraries, they will probably be management or lower level professional staff.

**6. Where and how will the workshops be conducted?**

The workshops will be conducted in-person (no video conferences) in a variety of locations across the state—places such as Spokane, Bellingham, Marysville, etc. The exact locations and dates will be agreed upon once the Marketing Trainer is selected. One workshop will be scheduled as a pre-conference at the Washington Library Association Conference on April 20, 2005 in Spokane, WA

**7. What is the estimated number of staff to be trained?**

Ultimately, this will depend upon how many library staff sign up for the workshops. We are estimating about 20-30 people for each of the workshops (a minimum of ten). If there are long waiting lists of people wishing to attend, we will consider arranging additional workshops.

**8. What will staff be expected to do as a result of the training?**

Some of the expectations may include:

- Know how to develop a marketing plan
- Develop their own marketing plan
- Know what resources are available for their use
- Use the resources that are provided at the workshop

It is anticipated that the outcomes and expectations will be refined in collaboration with the project's training subcommittee and the project manager once a Marketing Trainer is selected.

**9. What agency will the Marketing Trainer be working with and how is the campaign progressing?**

GA Creative, a Bellevue firm, is working with the State Library on the branding, strategy, media, and promotional materials. They are currently in their research phase and will be presenting their strategy, design concepts, etc. to the full advisory committee the second week of August.

**10. How will the Marketing Trainer interact with GA Creative?**

The Trainer will develop their own training materials. However, the Trainer will present the statewide library promotional materials developed by GA Creative in the workshops, encouraging staff to use them. If possible, the Marketing Trainer will attend at least one meeting with GA Creative and the Statewide Library Marketing Advisory Committee. It is up to the Marketing Trainer how they would like to interact in more depth with GA Creative.

**11. If I am selected for an oral interview, when will the interview take place?**

Oral interviews will be scheduled at the Washington State Library in Olympia. Because the interview committee will be traveling from various parts of the state, it is very difficult to schedule more than one day for interviews.

**12. What if I have suggestions on how, where, and what the workshops should entail that are different from those outlined in the RFQQ?**

To assist us in comparing proposals, please present how you would handle workshops in the manner outlined in the RFQQ. However, if you have ideas, thoughts and suggestions based on your own experience that may differ from what is written in the RFQQ, please present them and the reasoning behind them. We welcome suggestions and approaches that will ensure the effectiveness of the training.

**13. Do I need a license to do business in Washington before I know whether I have been selected?**

No, as long as the contractor obtains a license to do business in Washington prior to beginning work under the contract (estimated as October 15 in the RFQ). Getting the license could be a ten-day to three-week turnaround for the master license. Here's what it says in the RFQQ:

"Prior to starting work, the selected firm must have appropriate licenses, as required. See <http://dor.wa.gov/content/doingbusiness/> for information pertaining to out-of-state business and the master application form. Out of state consultants may wish to determine if a temporary business license is applicable to their situation."

**14. What if I don't agree with the approach outlined in the RFQQ and feel a different approach should be used?**

To be fair and consistent within the state's proposal and evaluation process, you should fit your approach into the current guidelines as much as possible. However, please feel free to offer additional or alternative approaches—in particular, suggestions for future workshops, beyond this current series, which more closely fit what you think should be done.

**15. Will the Marketing Trainer have an opportunity to provide feedback on the campaign materials and strategies being developed by the State Library staff, GA Creative, and the Statewide Library Marketing Committee?**

Unfortunately, because the RFQQ was reissued and the timeline for the selection process is significantly delayed, the initial creative concepts will already be developed. They were based on a telephone survey of 200 people in Washington State, an email survey of 500 library staff in Washington State and an email survey of the marketing advisory committee members.

The trainer will have an opportunity to work with GA Creative in developing all the materials that are available for the training workshops and their format.

**16. When are you planning to launch the statewide campaign?**

The statewide campaign will be launched in September, 2004. As soon as additional plans are available, they will be placed on the Statewide Library Marketing website at: [www.secstate.wa.gov/library/libraries/projects/marketing](http://www.secstate.wa.gov/library/libraries/projects/marketing)