

1. Content for social media is being requested as part of the scope of work. Are you anticipating content for Facebook, Instagram, and Twitter, as part of the \$100k budget?

We do anticipate social media content. It does not necessarily need to be for all three channels. We understand the budget poses constraints and will look for proposals that help ensure the maximum impact with limited funds.

2. Is the social media content that you are looking for, simple elements your team can use in their posts? Or, are you looking for full content (ie - videos, text, images, research of content, etc.)?

Minimally we would like to have a brand, hashtag, one or two images that can be disseminated via social media, and one or two items to be disseminated outside of social media (e.g. printable poster, radio spot).

3. The use and distribution of marketing materials are referenced throughout the RFP. Is creative design of marketing materials to be included in the total cost of \$100k?

Yes.

4. Is production of marketing materials to be included in the total cost of \$100k?

We are looking for design; we do not assume any print production is included in that cost.

5. Are you looking for marketing materials to be created and produced, or simply suggestions for you to distribute marketing materials?

If they are social media elements, we would like them to be produced and are flexible on mode of distribution. If they are printables, we will disseminate to schools and nonprofits to print and use.

6. Please quantify your goals for completed FAFSA applications.

There is no target number. The goal is to improve from the current standing (52.1 percent).

7. Can you please provide a the total number of FAFSA applications that have been completed in 2018, 2019, 2020, and 2021 YTD.

Please consult this website for state data over time:

<https://public.tableau.com/profile/bill.debaun.national.college.access.network#!/viz/home/FormYourFutureFAFSATracker/StateProfile>

8. Are you on a FY or Calendar year fiscal?

The Ohio Department of Education follows the state's fiscal year.

9. Given the limited budget vs the required scope of work, could you please provide priority zip codes you would like to reach?

At the state level, we have assessed target schools/districts based on either a decline in FAFSA completion during COVID or low completion overall. You can find that list here, under FAFSA 21 Priority Districts and Schools:

<https://www.ohiohighered.org/FAFSA>

Given the limited budget, we are open to the recommendations of which zip codes would provide maximum impact. We would assume the logic would be based either on population size or on low FAFSA completion rates. This map provides county by county data on FAFSA completion in Ohio: <https://ohio-k12.help/ohio-fafsa-by-the-numbers/>

10. How large is your current database?

The database being referred to is unclear. The student database (referenced below) include all Ohio students who have at least begun the FAFSA; thus, the number varies.

If the question refers to the number of parties the Ohio Department of Education and Ohio Department of Higher Education can disseminate information to via email, that number will have to be secured. However, the departments collectively have access to leadership across Ohio schools (K-12 and higher education), as well as a great number of nonprofits.

11. Do you have a database for those who have completed *some* of a FAFSA application, separated by those who have completed all the way? Or, is your database all of those who have touched the FAFSA application?

Counselors and school administrators can use a state-created database to determine who has begun a FAFSA and who has completed one. Note that this database does not provide a way to directly contact students.

12. What other marketing will you be implementing, to support this initiative?

Ohio recently awarded nearly \$1 million in funding to college-access focused nonprofits. Many of these nonprofits are utilizing some of these funds for marketing campaigns and text campaigns.

13. Is there an incumbent, and who if so?

There is no incumbent. This is a new initiative for the department.

14. If there is no incumbent, when was the last time this service was contracted out, and what were the results/total number of applications completed?

Not applicable.

15. On page 4 of the RFP, it states "Vendor should respond to the questions in 15 pages or less." Does this refer to a 15-page maximum for section 3 only? OR, is there a 15-page maximum to respond to all sections combined for: 1 Cover Page, 2 Vendor Qualifications, 3 Proposal Questions, 4 Workplan, 4 Budget, and 5 Appendix?

15 pages refers to section 3 only.