



Division of Finance and Business Operations

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February 5, 2024

**Addendum #2 To  
Request for Proposal  
RFP Levin Center PR Firm 2023 - Rebid  
dated January 18, 2024**

**This Addendum must be acknowledged on Schedule D.**

The pre-proposal conference attendees sign in sheet and meeting minutes are available for downloading from the University Purchasing Web Site at <http://go.wayne.edu/bids>.

**Please find the following Questions and Clarifications regarding our Request for Proposal Above**

Question 1: When identifying proposed candidates for the team, is it acceptable to hyperlink their individual bios, or do they each need a dedicated section in the proposal?

Answer: Candidates for the team and their resumes/biographicals should be included with your Proposal.

Question 2: You mention in the RFP the need for improved messaging across existing materials, including social media; does this mean future social media management? If so, which platforms?

Answer: We currently focus our efforts on X / Twitter. We also use Facebook but to a lesser extent. We do not envision the PR firm fully taking over our social media management, rather we look for counsel and strategic advice on our social media messages and how to improve or target it.

Question 3: You mention in the RFP that the vendor service plan is part of the scope of work (Section III); does this mean the scope of work section should be used as background information to help us build out the service plan or as a different section in the proposal?

Answer: The Scope of Work are the requirements of the University and the Levin Center. Vendor's Service Plan is an explanation as to how the Vendor plans to fulfill the Scope of Work and Requirements.

Question 4: While this SOW does not include crisis or paid media, are you seeking strategic recommendations or best practices in those areas?

Answer: Yes, strategic recommendations or best practices in relation to paid media would be welcome.

Question 5: What is your dream award?

Answer: We are unsure what is meant by this question.

Question 6: Has the Center faced any particular challenges recently in terms of its mission and goals?

Answer: The Center has seen tremendous growth and expansion in its outreach, programming, staffing, and audiences. While there are always strategic and operational challenges, nothing major comes to mind in recent years. We face the ongoing challenges of finding national perch as described in the RFP.

Question 7: Have any Michigan educators already adopted the Center's *Learning by Hearings* civic education lessons?

- If so, has there been any feedback?
- On a similar note, have you faced any pushback on these lessons?

Answer: We are currently undergoing an evaluation process asking any teachers downloading the materials to provide us with feedback once they have used them in the classroom. We are still working on getting higher download and feedback numbers before analyzing the survey responses received. The classroom materials were developed and reviewed with a "Teacher Collaboration Team" in three in-depth workshops over the summer 2023. We are seeing positive reactions from educators when introducing them to our concept and lesson plans, but we are still lacking more in-depth feedback after materials were used.

Question 8: Do you view the national conversation around ESG as one where you can be a valuable source? For example, politicization of DEI, education as an ESG investment factor, etc...

Answer: We are very aware of the politicization in education and the strain this puts on teachers and the scrutiny this might bring to new teaching resources. We believe that our "Learning by Hearings" resources can indeed be a contribution to this debate by focusing on fact-finding without preconceived assumptions or partisanship. LbH gives teachers and students access to primary source documents and through the format of an investigative hearing a mechanism for engaging with controversial topics that is nonpartisan. Through Learning by Hearings the Center can reinforce its message that we are training a new generation of leaders and citizens to sustain our democracy and civil society.

Question 9: What are the key success measurements?

Answer: We have a high-level objective focused on elevating the practice of legislative oversight and the public's understanding of its importance to our system of democratic governance and we have operational goals around conducting trainings in Congress and state legislatures and building a community of leaders across the country who value legislative oversight, among other operational priorities. But we have not yet identified a set of communications metrics that would help us understand our progress on the PR and marketing side. Any strategy communications strategy/plan we adopted should have measures of success.

Question 10: Do you have existing KPIs for 2024?

Answer: Similar to the response above, we have strategic goals and track our performance on the number of states where we conduct trainings and our trainings in Congress, for example. With our new civic education program, we have tentative goals for the number of classrooms that try the program that we will revisit as we learn more about the modalities of adoption.

Question 11: What are your short, medium and long-term benchmarks or success measurements?

Answer: See answers to questions 9 and 10.e s

Question 12: Can companies from Outside USA can apply for this?  
(like,from India or Canada)

Answer: In Point M of the General Requirements and Guidelines, of the RFP, can be found the Buy American Clause as follows, however that doesn't preclude a company that is outside of the USA providing a bid response.

Wayne State University intends to purchase products or services in the United States of America whenever an American made\* product is available that meets or exceeds the specifications requested and the price is equal to or lower than a foreign made product. Vendors are required to bid American made products whenever available. Vendors may bid foreign made products when:

- 1) They are specified
- 2) As an alternate as long as they are technically equal to the product specified.

\* (More than 50% of the product is manufactured or assembled in the U.S.A.)

Question 13: Would we need to come over there for meetings?

Answer: In person meetings in Detroit, MI, are not necessary for this engagement. However, we have members of staff in Washington, D.C. and Levin Center Director, Jim Townsend, frequently travels to D.C. In person meeting could therefore be

held during some of these visits.

Question 14: Can we perform the tasks (related to RFP) outside USA?  
(like, from India or Canada)

Answer: No, we would require presence in the U.S.

Question 15: Can we submit the proposals via email?

Answer: All submissions must be done digitally via <http://go.wayne.edu/bids>, instructions are within the RFP Documents.

Thank you for your interest in doing business with the University.

**Do not contact the Law School – Levin Center for Oversight and Democracy, or other University Units, directly as this may result in disqualification of your proposal.**

Thank you.

Robert Kuhn,  
Sr. Buyer, Purchasing  
313-577-3712

CC: Jim Townsend, Margaux Laspeyres, Valerie Kreher, Attendees list