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| **Division of Finance and Business Operations** |  | **Procurement & Strategic Sourcing**  **5700 Cass Avenue, suite 4200**  **Detroit, Michigan 48202**  **(313) 577-3734**  **FAX (313) 577-3747** |

**December 11, 2013**

**Minutes of the Pre-bid Conference**

**RFP Public Relations Services**

**datedDecember 03, 2013**

The pre-bid conference for **Public Relations Services** was held on **December 11, 2013 at 10:00 a.m.** **Paula Reyes** reviewed the administrative requirements of the pre-bid package, especially concerning details such as bid due dates and who vendors may contact during the live bid process. **Thomas Reynolds and Catherine Siladi** of the **Marketing & Communications** **Department** discussed the expectations and scope of work.

**Topics addressed at the pre-bid meeting. Some of the issues were as follows:**

* A desired feature for Marketing and Communications is the ability to distribute press releases via email.
* Marketing and Communications expectations are:
  + to reduce the lag time for releases, which will require a quick turnaround time,
  + to have flexibility in number or releases allowed per month.
* The Deadline for project related questions is **December 16, 2013*,*** **12:00 noon**.
* **Bids are due December 20, 2013 at 4:00 p.m.**, to be time date stamped in Procurement & Strategic Sourcing located in the Academic/ Administration Bldg., 5700 Cass Avenue, 4th Floor – Suite 4200, Detroit, MI 48202.
* **Contract readiness date in the schedule has been changed to April 1, 2014.**
* Acknowledgement of Schedule B – Insurance is not required as it will not apply to this service.
* Financial information is not required to be sent in with the RFP, but Vendors must indicate their willingness to provide financial information upon request in Schedule D.
* We will require an original plus one copy **(2 total)** of your proposal. In addition, an electronic version is required, which should be submitted to our secure mailbox at [**rfp@wayne.edu**](mailto:rfp@wayne.edu)
* Any responses, materials, correspondence, or documents provided to the University are subject to the State of Michigan Freedom of Information Act and may be released to third parties in compliance with that Act, regardless of notations in the VENDOR's Proposal to the contrary.

**Questions and answers during the pre-bid meeting:**

1. Question: Will Wayne State require any Media monitoring, social and / or print?

Answer: Wayne State has separate teams in place for social media.

1. Question: Is there a need for Broadcasting?

Answer: Wayne State has a separate contract for broadcast media

1. Question: Will you require media database pitching to international contacts?

Answer: Wayne State everyday need is for North America, however the University has been looking into its international student markets, UK, Asia and the Middle East.

1. Question: How many releases will be sent each year?

Answer: Approximately 30. Two years ago there were 24 releases, this year there were fewer based on the limitations mentioned earlier.

1. Question: What type of media coverage reporting is required?

Answer: A snap shot view of various media markets reporting on the University.

1. Question: Is anyone outside of the team using services requested?

Answer: Marketing and Communications is the central point for all releases.

**Questions and answers since the pre-bid meeting:**

1. Question: Due to the set up cost of the service, the majority of our costs are incurred upfront. I know that you said you'd like the payments to be split amongst each fiscal year, but I was hoping that you'd be open to negotiating the amounts. For example, splitting payments in which 70% is incurred up font, and split accordingly after.

Answer: The University will review any and all proposals received. However, the above may not work for the University. From a budget standpoint, we have a certain amount allocated each year for this service, and would be challenged to pay out a substantial amount in year 1.

1. Question: Page 2 states that there is a “Section IV General Requirements and Guidelines” on page 6. Are we missing some other documentation for the General Requirements and Guidelines? Or is this the General Requirements and Guidelines referring to the Schedules, Exhibits to be submitted with Vendor Proposals and Appendices?

Answer: Section IV actually starts on page 7, but after reviewing the RFP, we see that the Section header has been deleted. However, if you have a page 7 that starts with

A. Terms and Conditions (2-23-2009)

The Proposal response must include a formal copy of any VENDOR'S terms and conditions applicable to this transaction. Evaluation and acceptance and/or modification of these terms and conditions by the University's General Counsel is essential prior to the award of the contract. If supplied, this should be included in Exhibit 1 of the Vendor’s proposal. In the event the VENDOR does not supply terms and conditions with their proposal, the University's terms and conditions will govern this transaction.

Then you have the full section.

1. Question: we do not need to provide the references and lost accounts in the proposal, correct? But, we must confirm that we will provide these items on the summary questionnaire though.

Answer: That is correct. We only need to know that you would provide them on a confidential basis if we requested them at a later date.

All questions concerning this project must be emailed to: **Paula Reyes**, Procurement & Strategic Sourcing at **313-577-3649** Email: **bb2709@wayne.edu** (copy to **Kenneth Doherty**, Email: **ac0578@wayne.edu)** by 12:00 p.m., **December 16, 2013.**

**Do not contact the Marketing & Communications, or other University Units, directly as this may result in disqualification of your proposal.**

Thank you

**Paula Reyes**,

**Associate Director of Procurement**

**313-577-3649**

CC: **Thomas Reynolds**, **Kenneth Doherty***,* Attendees list.