

**WASHINGTON STATE SCHOOL DIRECTORS' ASSOCIATION
OLYMPIA, WASHINGTON**

**REQUEST FOR QUALIFICATIONS AND QUOTATIONS:
WSSDA Communications Consultants
RFQQ NO. 2023-015**

**QUESTIONS AND ANSWERS
Issued May 23, 2023**

BACKGROUND:

This RFQQ was issued on May 1, 2023, and submissions will be due June 8, 2023. It was posted to WSSDA's contracting opportunities Web page and disseminated via the State of Washington Electronic Business Solutions (WEBS) system to potential vendors. In addition, notice of the RFQ opportunity was communicated during the first two weeks of May in the Seattle Daily Journal of Commerce.

This package of Questions and Answers is being shared with organizations that sought clarification on the RFQQ.

THIS PACKAGE INCLUDES QUESTIONS AND ANSWERS REGARDING:

- A. Background, Purpose, and Objective**
- B. Qualifications, Work Samples, and Quotation of Costs**
- C. Evaluation and Contract Award**

A. Background Purpose and Objective

- 1. Is there an incumbent contractor working in a similar capacity, and if so, are you considering new contractors?**

We have worked with one consultant for video production over the past few years. They will be considered if they submit a proposal, and we are considering other individuals/agencies.

B. Qualifications, Work Samples, and Quotation of Costs

- 1. For the Qualifications section, could you please provide a better idea of which material is being sought? For example, case studies, success stories, etc.?**

The work samples will be the best way for us to evaluate your qualifications. Our needs could change from time to time. For example, over the past couple of years we needed to provide materials in print and video that helped explain the roles of a school board director and explain WSSDA as an organization. This was in response to misunderstandings of the general public. We would be looking for work experience with K-12 education. I believe case studies and success stories could be good examples, and work samples will be the best way to show this.

- 2. For Work Samples, what kind of material is acceptable, and do you accept links within a PDF file and other multimedia examples?**

The work samples should be materials that demonstrate your ability to provide services listed in Section 1.2 of this RFQQ. You can submit as hard copy documents or electronic files. You can share electronic files through a file sharing site. They can also be included in a link embedded into a document. It will be your responsibility to ensure the link works.

- 3. In the Quotation section, do costs need to be stated in hourly amounts, or can a project quote be listed instead?**

You can provide a project quote so long as there is adequate information to give an understanding of the costs included in the quote. These may include the cost of staff who would be assigned to the project, administrative costs, local travel costs, or any other applicable fees.

C. Evaluation Proposal and Award of Contract(s)

1. Will preference be given to Washington-state-based firms/consultants?

Preference will not be given to Washington-state based firms/consultants. We are focused on the ability to provide services listed in Section 1.2 of this RFQQ.

2. Is WSSDA considering one firm or agency to be awarded the \$100,000 contract, or is the preference to select several contractors?

We do not have a preference on whether we award one contract or several contracts.

3. If several contractors are selected, will there be an agreed-upon scope of work for the contract's duration, or will each contractor be assigned tasks on an as-needed basis?

In the case of several contractors being selected, it is more likely that contractors will be assigned tasks on an as-needed basis.