Office of the Vice President   971 Elmore Drive
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Procurement Services   Gainesville, FL 32611-5250
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May 16, 2019

ADDENDUM #1 to the University of Florida ITN19NH-128 Communications Services Consultants scheduled to be opened on **May 30, 2019 3:00 PM** at the University of Florida, Elmore Hall Conference Room, Radio Road, Gainesville, Florida.

This addendum shall be considered part of the Contract Documents for the above mentioned **ITN19NH-128** as though it had been issued at the same time and incorporated integrally therewith. Where provisions of the following supplementary data differ from those of the original document, this addendum shall govern and take precedence. All other terms, conditions, and regulations will apply.

This addendum consists of:

• Responses to technical questions and inquires submitted prior to May 10, 2019.

Sincerely,

Nicola Heredia, Associate Director
Procurement Services

Please acknowledge receipt of Addendum #1 by signing below, and returning this addendum with your proposal. Failure to include addendum with your proposal may result in rejection.

_____   _____
Signature   Company Name

_____   _____
Company Address   City/State/Zip

The Foundation for The Gator Nation

Responses to questions submitted for UF's ITN Florida ITN19NH-128 Communications Services Consultants

General Questions

Q1.   Is the ITN being issued because of contract renewal or is this a new ITN?

A1.   This is a new ITN.

Q2.   Who is the incumbent?

A2.   N/A

Q3.   How long has the incumbent had the contract?

A3.   N/A

Q4.   What is the annual budget for this ITN? If you can't say, what has been the annual spend in past years?

A4.   There is not an annual budget for this project. The responding agencies should include an estimate for their proposal which will be used in the evaluation process.

Q5.   How many staff members are in the Office of Strategic Communications and Marketing? How is it organized and structured?

A5.   Please find the organization chart at this link. https://marcom.ufl.edu/media/university-relations/OrgChart_StratComm041519.pdf

Q6.   What tools does the university use to monitor media and social?

A6.   To monitor media, the university has a contract with Meltwater and TV Eyes. Social media is monitored by Brandwatch.

Q7.   What system/repository do you currently use for assets?

A7.   Strategic Communications and marketing saves assets on its share drive in addition to Google docs. Photos and videos are stored in galleries in Photoshelter.

Q8.   What is the current configuration and technology used in your communications command center? How is it staffed and monitored?

A8.   The selected agency will help determine the configuration, technology and staffing in the communications command center.

Q9.   Are you able to share your current communications plan, issues and emergency plans with us at this time?

A9.   We will share with the agency that is selected.

Q10.   For the crisis portion of this ITN, are you looking for a firm to only do the audit and planning, or does it include implementation?

A10.   This would be for audit and planning only. Implementation is not in the scope and will be handled internally based on the recommendations.

Q11.   How much of this ITN's scope is focused on public relations versus crisis communications?

A11.   The scope should focus 60% on crisis/event and 40% public relations/issues management planning, protocols tools, systems and structure.

Q12.   What has been the biggest challenge to date with the Office's current emergency communications plan and procedures?

A12.   Reviewing our systems for best practices in a rapidly evolving communications environment.

Q13.   What are the Office's top 3 priorities for the next 12 months?

A13.   1) Innovate our infrastructure
        2) Strategic plan implementation
        3) Measure, track, innovate and optimize

Q14.   Will preference be given to a local, Gainesville-based firm? Sachs Media Group Does the university want the firm to be located in Gainesville or nearby?

A14.   No preference will be given

Q15.   How often would you expect in-person meetings with the representatives from the selected agency? Are conference calls adequate in place of in-person meetings?

A15.   In person meetings to kick off project and to report final recommendations. Over the course of the engagement, conference or video calls are adequate in place of in-person meetings. We expect the people whose names are on the proposal will serve as our primary contact(s) and the responsible individuals for this engagement.