



**FLORIDA POLYTECHNIC  
UNIVERSITY**

**ITN 19-004  
Public Relations and Communications Consulting Services**

**ADDENDUM #1**

**Subject: QUESTIONS AND ANSWERS**

**Issue Date: Tuesday, March 26, 2019**

Procurement Services  
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ALL RESPONDENTS MUST ACKNOWLEDGE RECEIPT OF THIS ADDENDUM BY SIGNING BELOW AND SUBMITTING THIS EXECUTED DOCUMENT WITH YOUR RESPONSE. FAILURE TO EXECUTE AND RETURN THIS ADDENDUM FORM MAY DISQUALIFY YOUR FIRM'S RESPONSE.

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This Addendum shall become part of your firm's response and the subsequent documents if applicable.

The following items are issued to, add to, delete from, modify and clarify the ITN and all associated documents. These items shall have full force and effect as the ITN and all associated documents. Responses to be submitted on the specified response due date shall conform to the additions and revisions listed.

Vendor Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

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1. Questions and Answers submitted to Florida Poly by potential bidders:

<b>QUESTION:</b>	<b>ANSWER:</b>
1. The ITN asks us to provide a list of clients who have discontinued their relationship with the agency in the last 24 months and key contact information. Do we need to offer a complete list or some? Is this strictly for retainer clients?	Complete list of any clients who have discontinued their relationship in the last 24 months.
2. On average, how much travel is associated with the account?	Not much. Just travel to campus to major media event support, crisis trainings, and occasional meetings.
3. Are meetings in person or via phone or both?	Both. But most meetings are via phone.
4. Will we have access to the decision makers at Florida Poly? Who will be the University's primary point of contact for the firm selected?	Yes, you will have access to the decision makers at the University. Maggie Mariucci, AVP for University Relations is the main contact.
5. Will the selected firm(s) work exclusively with a single point of contact? If not, which individuals will the firm work with directly?	They will work with Maggie Mariucci, AVP of University Relations and Lydia Guzman, Assistant Director of Communications.
6. Is the ITN being issued as a result of a contract renewal process?	Yes, the current contract for these services will be ending.
7. Who is (are) the incumbent firm(s) if any? How long have they had the contract?	Tucker Hall, Inc., 2014 – 2019.
8. If so, what was the budget of the previous firm's most recent contract?	Contract services will be used on an as needed basis. No specific spend stated in the contract renewal for FY 2018-19.
9. Does the University have a target hourly rate or hourly rate range it would consider to be within budget?	No targeted hourly rate.
10. Has the University set a maximum number of hours the firm should not exceed each month?	No targeted number of hours each month. Contract services will be used on an as needed basis.
11. Does the University currently have a strategic communications plan or crisis communications plan that can be provided in advance to firms who are applying for this work?	This information may be provided at the University's discretion to the vendor(s) who are awarded the contract.
12. Would the selected firm(s) interact with any other vendors who are currently providing	Not at the present time but may occur during the term of the contract.

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other communications services or support? If so, please describe the nature of their work.	
13. What communications tools or systems does the University use currently?	The University currently uses a number of different communications tools based on the message. Everything from media to web to social to emails, etc.
14. Does the University need communications created in languages other than English? If so, please specify.	No
15. What metrics or goals will you use to measure success?	We look for increased media exposure through media monitoring and successful completion against the annual comms/pr strategic plan.
16. What do you consider the primary obstacles or challenges the selected firms should address?	We are a new University and are continually looking to strengthen our brand and identity through public relations and communications. There are many challenges to doing that based on our newness and a lack of understanding of what the university does by the general public. Crisis communications is also a challenge.
17. In the ITN (page 5 number 5) it says: <i>In addition, the Selected Firms may be requested to provide Services to entities outside of the University (other colleges, state agencies, etc.) without going through another ITN process due to cooperative language contained in this ITN (See Attachment 3, Agreement, Section A(20) Coverage and Participation).</i> Can you please clarify what services may need to be provided and to which outside entities?	This provision would allow other public entities to "Piggyback" on the contract between Florida Poly and the vendor.
18. On page 3, the timeline lists "TBD" for dates after April 2. How will we be notified or updated on additional dates? Via addendums?	These are internal dates for evaluation of the proposals submitted. After the evaluation committee has selected a proposal, Florida Poly will issue an "Intent to Award" and post on the Procurement website.
19. Regarding Section IV, Item B, Numbers 5 & 8, also in reference to Section IV, Item C, Tab H - As we understand it, the submission needs to be typed and labeled appropriately, according to the ITN response request. In order to submit our portfolio sample work (Section IV, Item C, Tab F) may we add our submissions as an attached addendum and include <u>screenshots</u> of websites, graphics and images? Or can these images of electronic media remain as part of Item C, Tab F?	In accordance with Section IV, if you need to submit items separately due to file size, please reference the attachment(s) in the appropriate place on your proposal (under correct Tab), and name the attachment to correspond with the Tab # for ease of reference.

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**Important Note: Any and all other information (not changed by this addendum) contained in the original ITN 19-004 document remains the same and unchanged.**

**END**