

ADDENDUM 2

DATE: May 14, 2024
RFP NUMBER: UTA2024-008
RFP DUE DATE: May 30, 2024 **(THIS IS A REVISED DATE)**

The following changes and/or clarifications are hereby incorporated into the RFP. Your proposal must reflect the following:

Responses to this RFP are now due into BidNet by 3:00 p.m. CDT, **Thursday, May 30, 2024.**

Questions received by the published Deadline for Questions and their answers:

- Q1 Can you provide clarity on the total annual budget for this RFP?
A1 Budget varies depending on issues and initiatives and the University's decision on whether to utilize agency.
- Q2 Can you summarize what you consider the chief responsibilities for your agency partner?
A2 The RFP addresses key responsibilities of the selected agency. See Section 1.2, 1.3 & 5.4.
- Q3 How does UTA handle public concerns and crises currently, and where do you see opportunities for improvement?
A3 The Chief Communications Officer and VP for Marketing, Messaging, and Engagement are lead for University response to crises in collaboration and coordination with University partners as warranted. The University would benefit from crisis communications and public affairs experience with emerging higher education issues, analytics, and analysis.
- Q4 Can you share examples of past communication challenges or crises the university has faced, and how they were managed?
A4 Texas Tier One rollout, Greek Life suspension, senior leadership turnover, high profile audits, significant faculty/staff/student misconduct, academic freedom and free expression, campus protests of national issues.
- Q5 What specific communication goals does the university aim to achieve, and how can our firm support them?
A5 The RFP addresses key responsibilities of the selected agency. See Section 1.2, 1.3 & 5.4.

- Q6 How does the university measure the effectiveness of its communication efforts, and what KPIs are prioritized?
A6 This RFP is principally to address crisis communications/issues. KPIs depend on the issue/crisis.
- Q7 How does the university engage with stakeholders currently, and where do you see potential for improvement?
A7 The University will elaborate with selected supplier.
- Q8 Can you provide insights into the UTA's approach to internal communication among faculty, staff and students amid a crisis, and how our firm can enhance this aspect?
A8 The University will elaborate with selected supplier.
- Q9 Are there specific communication channels or platforms that the university prioritizes for engaging with various stakeholders, and how can our firm optimize these channels?
A9 The University will elaborate with selected supplier.
- Q10 What percentage of work for the new agency does UTA see devoted to crisis and non-crisis?
A10 Unknown. Dependent on crisis and University capacity.
- Q11 Are there any existing communication initiatives or strategies at the university that you believe could benefit from strategic guidance or support from our firm?
A11 Strategic Plan 2030, Go West initiative, regional economic development.
- Q12 Can you elaborate on the typical communication challenges faced by executive leadership within the university?
A12 Identifying the balance of appropriate internal and external exposure, timely and pertinent messaging, alignment with system leadership and, for external outreach, elevating the profile of leadership with key audiences.
- Q13 How do you currently identify and prioritize thought leadership opportunities for university executives?
A13 Preponderance of thought leadership is done with faculty/research subject matter experts, principally through The Conversation partnership and with local and trade media. Senior leadership are not currently extensively utilized for thought leadership.
- Q14 What strategies do you employ to ensure effective coordination and planning of executive leadership communications?
A14 The University will elaborate with selected suppliers.
- Q15 Can you provide examples of successful media relations strategies involving executive leadership and interview preparation?
A15 The University will elaborate with selected supplier.

- Q16 Can you describe your approach to managing communications with different audience groups, including UTA faculty and staff, government entities and the public?
A16 The University will elaborate with selected supplier.
- Q17 How do you evaluate the effectiveness of communication channels used by the university, and how do you adapt strategies accordingly?
A17 The University will elaborate with selected supplier.
- Q18 Do you currently have a vendor providing crisis communications services? If so, why are you looking for a new one?
A18 Yes, we do. Our current contract expires at the end of August of this year.
- Q19 Do you currently have a vendor providing public relations services?
A19 Yes, we do.
- Q20 Are there specific issues that are top of mind for UTA at this time?
A20 Campus protests against Israel-Hamas war, emerging proposed legislation impacting higher education.
- Q21 Is the elimination of DEI on state campuses an ongoing concern for UTA? And if so, what issues do you foresee?
A21 Not at this time based on current/existing legislation. UTA was compliant with Senate Bill 17 effective Jan. 1, 2024.
- Q22 By when do we need to submit our list of exceptions?
A22 As part of your RFP response.
- Q23 To facilitate accurate pricing estimates, does UTA have an idea of how it would like to group activities in phases, or according to a general timeline?
A23 The contract will be for services on an as needed basis. Scope of each project or service will be determined based on issue or immediate needs. Hourly rates of skilled service providers may be the best approach.
- Q24 Do we need to hit the subcontracting plan courtesy deadline if we do not need to hire a subcontractor and are able to complete the work in house?
A24 The "courtesy" deadline is if you wish to have your HSP response reviewed by our HUB staff prior to submitting it with your RFP response to get their feedback on whether it is compliant or not. If you do not wish to have your HSP reviewed, you simply need to submit it with your RFP response. The HSP submittal is required whether you are subcontracting or not. If you are not subcontracting, you would submit your HSP as "self-performing".
- Q25 Are electronic signatures/photos of signatures acceptable?
A25 Yes

Q26 We understand that we cannot staff anyone who has been an employee of the UT System in the prior twelve months, and that we need to disclose any personal relationships between our employees and UTA employees. Do these specifications pertain only our employees who would be involved with UTA, or all our employees?

A26 You would just need to disclose it and we can review. It does not prohibit you from submitting a proposal, but we need you to provide all the details...who the employee was...what they did at the University...what they do for your company and if they will be engaged on this project, etc...

Q27 Where in the proposal would you like financial rating information to be housed?

A27 This would be provided as part of your response to the Proposer's General Questionnaire (Section 3 of Appendix 1) specifically 3.1.3.

PLEASE SUBMIT WITH YOUR PROPOSAL

Nancy Czarowitz

Contract Specialist

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SIGNED: _____

COMPANY NAME: _____