



NOTICE TO ALL FIRMS

Date: November 16, 2021

To: All Prospective Bidders

From: Candida Poinsette
Purchasing Agent

Re: **Addendum Number 3 – Questions and answers**
RFP # C1520 – Communications Agency

The following questions have been received from firms indicating an intent to bid on the *FIT RFP# C1520 Communications Agency*. These questions and answers are made available to all firms.

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- Q1: Whether companies from Outside USA can apply for this? (like, from India or Canada)
- A1: The ability to conduct on-site discovery, as well as regularly present to various internal stakeholder groups, requires a commitment to work in person at FIT on a regular basis, contingent upon Covid-19 protocols. This also applies to the oversight of public relations activities regarding FIT-related events held in New York City. FIT does not sponsor visas. Vendors must be diligent in compliance with all laws within the United States pertaining to foreign business activities and the country that it is registered within. FIT makes no representation and offers no protection with regards to the vendor's eligibility to do business within the United States.
- Q2: Whether we need to come over there for meetings?
- A2: When Covid protocols allow for in-person meetings, there will be select meetings held on FIT's campus. As noted above, the agency will also have in-person responsibilities related to NYC-based events.
- Q3: Can we perform the tasks (related to RFP) outside USA (from India or Canada)
- A3: See replies to question #1 and #2.
- Q4: Can we submit the proposals via email?
- A4: Yes, proposals may be sent via email to purchasingbids@fitnyc.edu in pdf format.
- Q5: What are your biggest goals and objectives in terms of FIT's owned social channels?
- A5: Increase engagement, attract prospective students, expand our followings, strengthen reputation, and enhance understanding of breadth and depth of the college's offerings.
- Q6: Are there any new programs, partnerships and/or initiatives happening in 2022 that we should be considering and thinking about?
- A6: FIT will be increasing efforts to accelerate equity transformation within the creative industries. By 2023, FIT will be opening the first new academic building in more than 25 years.

Q7: What are your top 3 priorities for 2022?

A7: Recruitment of traditional and adult students, social justice, demonstrating the depth and breadth of FIT's undergraduate and graduate programs.

Q8: Are there any enrollment trends you can share? How has enrollment from students in the US outside NY changed, if at all, over the course of the last 10 years?

A8: Although enrollment has become increasingly international, the majority of students are U.S. based. We continue to seek a global student body, as well as an increasingly diverse student population from the U.S.

Q9: What has led you to seek to engage an agency now?

A9: FIT is looking for a fresh approach to tell our brand story.

Q10: Why is FIT looking to engage an agency partner for a three-year engagement, specifically?

A10: A term of three years allows a firm the opportunity to demonstrate the depth of their ability.

Q11: What are the priority majors or issue areas we should be focusing on?

A11: Please see #7. In addition, FIT's strategic priorities are important to telegraph in understandable terms. These include commitment to sustainability and a goal to lead in the innovation space for the creative industries.

Q12: Could you provide clarity on your digital needs, particularly in regards to whether you are looking for an agency to advise on content or for content creation?

A12: FIT maintains its social media platforms in-house, inclusive of content creation. Regarding social, FIT expects to engage with the agency as relates to crisis communications as well as special initiatives and campaigns.

Q13: Would you be able to provide examples of FIT's marketing work to date?

A13: Please visit FIT's website, our alumni magazine, Hue, and our undergraduate viewbook.

Q.14: Do you have any upcoming milestones we should keep in mind?

A14: No.

Q15: What is your approximate budget for PR and digital services?

A15: We are not disclosing the budget at this time.

Q16: Should we submit both electronically and by mail with hard copies or do you only expect electronic submissions?

A16: Firms are not required to submit proposals electronically and hard copy. Please submit your bid in the form which best represents your firm.

Q17: Is there a budget estimate or range that you can provide?

A17: We are not disclosing the budget at this time.

Q18: Can you share any current communications, marketing, or crisis communications plans?

A18: FIT will not be sharing plans at this time.

Q19: Within the past five years, has FIT experienced what staff and leadership would consider an emergency or crisis?

A19: Yes, FIT has experienced situations that were a threat to student and employee safety, that resulted in a building closure for multiple days, and affected reputation and relationships. Moreover, we consider the pandemic to be an emergency that required the college to operate in crisis mode for more than a year.

Q20: Will FIT expect or consider proposed strategies to address crisis communications preparedness as well as response?

A20: We expect firms to respond and address crisis communications when appropriate and under the direction of FIT.

Q21: Who are the decision-makers in the process?

A21: An internal team representing individuals from FIT's Communications and External Relations Division, The Museum at FIT, the FIT Foundation, and the Office of the President.

Q22: How is budget weighted in selection criteria?

A22: As noted in the RFP under Evaluation Criteria, the agency fee is weighted at 20%.

Q23: Is FIT open to reducing the scope if available resources do not support all activities?

A23: FIT is not looking to reduce the scope of work.

Q24: How much scoring weight will professional weights have on the decision to select a firm?

A24: Review Section VII Evaluation Criteria for scoring of proposals.

THIS ADDENDUM IS PART OF THE CONTRACT DOCUMENT AND SHALL BE INCLUDED WITH YOUR REQUEST FOR PROPOSAL SUBMITTAL. YOUR SIGNATURE BELOW WARRANTS THAT YOU UNDERSTAND THIS ADDENDUM AND THAT YOU HAVE MADE THE APPROPRIATE ADJUSTMENTS IN YOUR PROPOSAL AND CALCULATIONS.

All proposals are due on or before November 29, 2021 at 1:00pm

Emailed proposals shall be sent to purchasingbids@fitnyc.edu
Subject line must include RFP# C1520 Media Communications

Hard copy proposals must be sent to

CANDIDA POINSETTE, PURCHASING AGENT
FASHION INSTITUTE OF TECHNOLOGY
PURCHASING DEPARTMENT
333 SEVENTH AVE., C/O 15 FLOOR
NEW YORK, NY 10001

Envelopes should clearly be marked:
Media Communications
Invitation for Bid No. C1520
DUE DATE & TIME

Signature

Date

Print Name and Title of Authorized Representative

Print Name of Company/Partnership