Request for Proposals (RFP) 23-04

Marketing and PR Services

September 9, 2022

Amendment #3 – Vendor Questions & JSU Answers

1. **Question:** Is there an incumbent or preferred vendor?

   Answer: **No.**

2. **Question:** You mention stabilizing and growing enrollment. Is there a percentage increase that has been defined as the goal during the term of the contract? If so, is there a desired split between in-state and out-of-state students?

   Answer: **The JSU strategic plan is to increase student enrollment from 7,000 to 8,500 in the next five years.**

3. **Question:** Has a specific dollar amount or percentage goal been defined for fundraising/investment efforts?

   Answer: **No.**

4. **Question**: In terms of research, does JSU have solid email lists for its defined stakeholder groups (current students, alumni, faculty/staff, donors, etc.)?

   Answer: **Yes.**

5. **Question:** Our current insurance limits are below $5M. Is it acceptable for us to increase those limits after being selected (but before starting work)?

   Answer: Yes.

6. **Question**: Are you able to share media hard costs for the past year or two?

   Answer: **No. Media spend recommendations will be considered as a separate expense.**

7. **Question**: On page 8, it appears the university wants to be invoiced on a firm fixed-monthly rate basis. Below this you mention hard costs being reimbursed separately.

How should we treat media hard costs – include in the monthly fee or treat as a separate hard cost?

Answer: **Media hard costs (i.e. ad buys) will be pre-approved and paid separately.**

8. **Question**: If oral presentations/interviews are required, will these be virtual or in-person?

   Answer: In-person presentations are preferred. Requests for virtual presentations will be considered.

9. **Question:** How many packets should be submitted? The Response Checklist indicates 2 separate proposals, but it also appears you are looking for a third packet with the cover sheet form, cover letter, and response to the management questionnaire.

   Answer: The complete response consists of one (1) clearly marked original response that contains the submission cover sheet (Appendix A), cover letter, management requirements questionnaire, a separately sealed envelope containing the Technical Specifications, a separately sealed envelope containing the Cost Specifications and references. All of these components together comprise a complete response.

   This complete response should also be contained in electronic copy in PDF files on a flash drive. Additionally, six copies of the complete response are required.

10. **Question:** The response checklist does not indicate where References should go. Please confirm in which packet the references should be included.

    Answer: References should be included, in a document titled as such, with all other materials that comprise the response.

11. **Question**: What is the comprehensive budget (or not to exceed amount) for the comprehensive SOW associated with the initial one-year (Nov 1, 20022-Nov 1, 2023) contract? Please separate professional services from media buy. As indicated in the RFP, with "Fees" at 50% of the weight of the decision, it is extremely important to understand the University's investment expectations.

    Answer: Budget information related to RFP 23-04 is not available at this time.

12.   **Question:** Do you want the Technical Specifications and the Cost Specifications included in the same/single overall package? Can/should that package have identifying info on the outside of the box?

Answer: The Technical Specifications should be contained in its own envelope and have <u>no vendor-identifying information included even on the outside of the envelope</u>. Likewise, the Cost Specifications should be contained in its own envelope. One original of each the Technical Specifications and Cost Specifications is included with the complete original response and six copies of each envelope are included with the six copies of the complete response.

13.   **Question:** Do you want one original, one flash drive, and six copies of each of the three separate packets? Or do you only want that number of copies for the Technical Specifications?

Answer: The complete response consists of one (1) clearly marked <u>original</u> response that contains the submission cover sheet (Appendix A), cover letter, management requirements questionnaire, a separately sealed envelope containing the Technical Specifications, a separately sealed envelope containing the Cost Specifications and references. All of these components together comprise a complete response.

This complete response should also be contained in electronic copy in PDF files on a flash drive. Additionally, six <u>copies</u> of the complete response are required.

14.   **Question:** Will local or in-state agencies be given preference for this partnership?

Answer: Sections 31-7-47 and 31-3-21, Mississippi Code of 1972, Annotated, state that, "Resident contractors actually domiciled in Mississippi, be they corporate, individuals, or partnerships, are to be granted preference over non-residents in awarding of contracts in the same manner and to the same extent as provided by the laws of the state, city, county, parish, province, nation or political subdivision of domicile of the non-resident."

All responses will be equally evaluated as per the specific criteria (technical and cost specifications and management experience) set forth in the RFP 23-04.

15.   **Question:** What do you anticipate the split of responsibilities in percentages will be for the partner vs. JSU?

Answer: We're looking for a partner who will help lead the Marketing and PR campaign (75) and JSU will provide insight on the university's culture and specific nuances (25).

16.   **Question**: When was the last time JSU conducted brand research of this holistic nature?

Answer: The Division of University Communications last conducted market research related to student recruitment in 2019.

17.   **Question:** What lists and contacts exist currently for reaching the audiences to be surveyed? What lists and contacts are missing that will be needed to help source for the research?

Answer: JSU has lists for potential students, current students, faculty/staff, donors and alumni. JSU will collaborate with the selected agency regarding any additional audiences that should be added.

18.   **Question:** Has JSU engaged in any form of social listening research or currently use any social listening platforms?

Answer: No, the university has not conducted social listening research. We are able to monitor social conversations through our current social management platform.

19.   **Question:** Have specific local, regional, and national parameters been set or is JSU interested in guidance for setting aspirational (yet achievable), and measurable, geo-goals?

Answer: We are interested in hearing the agency's recommendations, however, we will share specific markets of interest for student recruitment with the winning firm.

20.   **Question:** What is JSU's current retention rate?

Answer: The Fall 2020 retention rate is 76 percent.

21.   **Question:** When was the most recent JSU campaign?

Answer: This will be the university's first major marketing campaign with external support.

22.   **Question:** What is the JSU event attended best by alumni?

   Answer: Homecoming.

23.   **Question:** What goals have been established for alumni and philanthropic relations, in terms of donations/class, donations/category, donations/level, and overall goal for the 2023-2024 cycle?

   Answer: We will share specific details on class goals with the winning firm. Most recently, the university hosted its annual Day of Giving campaign in July, which had a goal to raise $500,000. The campaign generated more than $600,000.

24.   **Question:** What CRM is being used by Advancement/Development?

   Answer: Development is using Banner and switching to Razors Edge.

25.   **Question:** Have specific enrollment goals been set for applications, for FY students, for transfers, and/or for any targeted programs for the 2023-2024 cycle?

   Answer: The enrollment goals for the 2023-24 cycle will be shared with the winning firm. Overall the university aims to increase student enrollment to 8,500 over the next 5 years.

26.   **Question:** Does JSU currently have goals that compete with achieving its enrollment goals?

   Answer: The university aims to increase student enrollment to 8,500 over the next 5 years.

27.   **Question:** What CRM is being used by Enrollment/Admissions?

   Answer: The CRM currently being used by Enrollment/Admissions is Admissions Pro.

28.   **Question:** Does JSU have a dedicated data manager on its enrollment/admissions team?

   Answer: Currently, JSU does not have a dedicated manager on the enrollment/admissions team.

29.   **Question:** What is the volume of JSU's current SR inquiry pool? JR inquiry pool? What is the current volume of the SR prospect pool? JR/SO prospect pool?

Answer: This information is not currently available.

30.   **Question:** What data sources has JSU been using for Student Search during the last year (2021-2022)?

Answer: The data sources JSU uses for student searches includes high schools, zip codes and some applicant databases.

31.   **Question:** Are there specific demographic goals or programmatic goals that have been established for enrollment?

Answer: The focus is primarily on undergraduate and online students.

32.   **Question:** Do transfer students play a significant role in JSU's enrollment goals? Should transfer populations be defined in this RFP response?

Answer: Yes, we are interested in cultivating and increasing the enrollment of qualified transfer students. Work has been done to build relationships with various community colleges for this purpose.

33.   **Question:**   Is JSU currently engaged in any digital marketing? If so, how much budget is being allocated to advertising buys? Is there a desire or threshold for expanding this budget if necessary?

Answer: Yes, the university has engaged in digital marketing campaigns with various budgets. We will work with the winning firm to determine the best strategy moving forward based on the specifics of the proposed campaign.

34.   **Question:** Has the University already defined specific goals and objectives for this digital marketing effort or is the goal currently defined only as "increase leads?" If the goals and objectives have been defined, can the University share more specifics?

Answer: We will work with the winning firm to determine the appropriate goals and objectives to base on the results of the research.

35.   **Question:** Does the University have reports and data on previous digital marketing efforts that may be viewed?

Answer: No.

36.   **Question:** Who, or what group, will be making the final decision on the RFP?

Answer: An evaluation committee will make the final decision. All responses will be equally evaluated as per the specific criteria (technical and cost specifications and management experience) set forth in the RFP 23-04.

37.   **Question:** Is the desire for digital marketing focused only on lead generation or is there an interest in an outline of more complete programs to support the next steps in the funnel (engagement, application, yield, etc.)?

Answer: The digital marketing will not be focused solely on lead generation.

38.   **Question:** Is it safe to assume that the digital marketing effort should be focused on undergraduate and general awareness rather than specified programs?

Answer: At this time, we are looking at an undergraduate and general awareness campaign that is aligned with the university's strategic plan.

39.   **Question:** If JSU is currently engaged in digital marketing, what was the total budget for services and advertising spent for these initiatives last year? Cost per lead? Cost per click?

Answer: The university has engaged in digital marketing campaigns with various budgets. We will work with the winning firm to determine the best strategy moving forward based on the specifics of the proposed campaign.

40.   **Question:** How many leads/month were generated previously? And what were the lead goals for this campaign?

Answer: N/A

41.   **Question:** If JSU is already engaged in digital marketing, can you share links to existing landing pages?

Answer: We have completed a small digital marketing campaign for Spring 2022. The landing pages are not available at this time

42.   **Question:** Are we correct in planning to build the program to integrate with your CRM?

Answer: Yes, we want to make the transition from information submission to use by the team as seamless as possible

43.   **Question:** How important is it that the budget for video production be wrapped into this RFP response? The volume and length of videos can vary widely and this assessment may be best made (for accuracy, cost efficiency, and most strategic development) after the research and brand work is conducted.

Answer: A budget for the video production should be recommended in your proposal for planning purposes.

44.   **Question:** When was the last time JSU conducted a professional photoshoot on campus?

Answer: We have an in-house professional photographer.

45.   **Question:** Is there a capital campaign underway?

Answer: A capital campaign is in planning stages at this time.

46.   **Question:** Do your alumni relations and/or development teams work with a fundraising firm?

Answer: We have not engaged a fundraising firm previously, but are looking to do so in the near future.

47.   **Question:** Are new buildings underway, such as dorms, student centers, etc.? Other infrastructure plans?

Answer: Yes.

48.   **Question:** What other investments are planned and over what time period?

Answer: There are multiple investments in physical infrastructure being planned currently. No other relevant information is available at this time.

49.   **Question:** Are there any public policy or government relations priorities aligned to overall communications efforts?

Answer: Those projects will not interfere with the communications plan.

50.   **Question:** Is there already a media/communications plan in place that aligns with JSU Elevate goals? Or would the agency be expected to develop?

Answer: The winning firm will work with the CCO on enhancing the existing Elevate communications plan.

51.   **Question:** Does JSU have a current crisis communications plan, or would the agency be expected to develop?

Answer: Development of a crisis communications plan is not a part of this scope of work.

52.   **Question:** How large is the marketing and communications team and what are their roles?

Answer: The Division of University Communications consists of 13 team members; the CCO, three directors, two graphic designers, a marketing associate, a social media manager, two public relations specialists, two photographers and an office manager.

53.   **Question:** Are team members assigned specific disciplines or departments as "beats"?

Answer: Yes

54.   **Question:** Re: Media materials development and distribution: For budgeting and staffing purposes, could you share whether the internal team will develop press releases (e.g., for research and/or university announcements and initiatives) and/or op-eds, or would that be expected of the agency?

Answer: We do currently write press releases and op eds. However, your pitch should include the elements that would be beneficial for you to bring to the table and that can include support with writing.

55.   **Question:** If known, what percentage of materials/distribution would be related to faculty research appearing in peer-reviewed journals versus institutional announcements with national import versus expert source pitches tied to breaking/trending news? (This will help in communications planning).

Answer: This is TBD, however expert source pitching is something that is currently missing from our in-house efforts.

56.   **Question:** Will the agency be involved in developing and/or pitching stories related to athletics, or will that be handled by a separate internal team?

Answer: Athletics pitching will be handled by a separate team.

57.   **Question:** Are there media outlets that are of particular interest to JSU?

Answer: All Top tier national media, including NY Times, Washington Post, The Atlantic, USA Today, The Chronicle of Higher Education, etc.

58.   **Question:** What percentage of overall communications goals falls into thought leadership, faculty research, student success? Do you envision the campaign to be evenly distributed, or say 40-40-20?

Answer: This would likely be evenly distributed.

59.   **Question:** What are the most important initiatives President Hudson wishes to focus on in the near term?

Answer: Student Success, Academic Prowess and Research Excellence.

60.   **Question:** Does President Hudson wish to have a national voice on key issues related to HBCUs and/or higher education issues writ large?

Answer: Yes.

61.   **Question:** Does President Hudson have a speech writer or dedicated communications person on his staff?

Answer: Yes.

62.   **Question:** Are there other leaders who should have an elevated profile within their respective areas?

Answer: We can consider other members of the executive cabinet as needed.

63.	**Question:** Have speaking engagements/panel discussions and/or sponsored content opportunities been part of thought leadership activities? Would pitching leaders/faculty to appear on a media-sponsored panel be part of ongoing media relations or is that handled internally?

Answer: We have done some of this work but not with consistency and support in this area would be helpful.

64.	**Question:** Are sponsored content opportunities developed internally or through/with the agency?

Answer: To date, marketing materials have been designed in-house.

65.	**Question:** Are there specific event targets for President Hudson and others?

Answer: TBD with the winning firm.

66.	**Question:** Is there a byline/op-ed strategy in place for President Hudson and/or other leaders?

Answer: We have done some of this work but not with consistency and support in this area would be helpful.

67.	**Question:** For budgeting and staffing purposes: will the agency be expected to write any bylines and/or blog posts, or will that be handled internally with the agency's help during the editing and placement process?

Answer: The costs for this support should be included in the scope of work.

68.	**Question:** Are there disciplines JSU wishes to emphasize over others, such as engineering, business, health sciences, etc.?

Answer: Some areas of focus should include Business/Entrepreneurship, Engineering, Public Health, Cybersecurity and AI

69.	**Question:** Has JSU already identified star and/or rising star faculty to be included in its public relations/earned media campaign? If so, approximately how many, and in what disciplines/areas of expertise? Do they have media experience? Will they need media training?

Answer: Additional faculty voices will need to be identified based on the subject areas above. The agency will focus on pitching and we will do media training in-house.

70.   **Question:** What does the research pipeline at JSU look like?

Answer: This varies depending on the subject. There are several projects that have won awards that should be producing results during the time of this campaign.

71.   **Question:** What are the research areas of excellence?

Answer: STEM and cybersecurity.

72.   **Question:** Which areas/departments are publishing the most noteworthy research?

Answer: Engineering, Computer Science, and Public Health

73.   **Question:** What are focus areas you'd like to "own" or grow a stronger media presence for?

Answer: Business, Entrepreneurship, Engineering, Public Health and Cybersecurity and AI.

74.   **Question:** How much direct access would the agency have to faculty once formally introduced? For example, would media opportunities need to be routed through a communications colleague or go directly to faculty, copying internal colleagues? We ask for reasons of nimble response to trending news.

Answer: Once a rapport has been established with the selected faculty, we can look at having the agency team member contact the faculty directly with the PR director on copy.

75.   **Question:** Do you want the agency to include fees for media training? If yes, how many faculty/administrators would be participating?

Answer: No, you do not need to include fees for media training.

76.   **Question:** You mention unifying media buys: are you thinking of that as a strategic exercise or would you like the agency to take over the media from the disparate buys?

Answer: We are open to your recommendations in this area.

77.   **Question:** If known, what would be the preferred metrics to measure success of the earned media campaign?

Answer: Earned media will be measured by the outlet placement, impressions, content quality and feedback from respective target audiences.

78.   **Question:** Do you have any existing research about awareness, perception, and/or satisfaction among priority audience segments?

Answer: No.

79.   **Question:** What type of feedback are you consistently capturing from prospects and students about their perception and/or satisfaction with the University?

Answer: N/A

80.   **Question:** Will the agency be able to recruit from your existing prospect, student, and/or parent/guardian contact lists to conduct primary research?

Answer: Yes.

81.   **Question:** Do you have current audience segmentation? Are there specific segments you are successful at attracting and retaining and/or specific segments you would like to be more successful at attracting and retaining?

Answer: We do well with first-generation college students, however, we will work with the firm to assess the best target audiences for this particular campaign.

82.   **Question:** Do you currently have any relationships with audience research firms?

Answer: No.

83.   **Question:** Which academic programs have shown the most growth or potential for growth?

Answer: Business, Public Health, and Computer Science, Engineering and Technology.

84.   **Question:** Do you have specific enrollment, retention, and/or fundraising goals?

Answer: Yes, these will be shared with the winning agency.

85.   **Question:** Do you have any baseline measurement for the stated goals?

Answer: Yes, these will be shared with the winning agency.

86.   **Question:** What does success look like to you?

Answer: Success will be recruiting and retaining the best and brightest students to attend Jackson State University, and helping them to successfully matriculate and achieve their career goals (employment, graduate school, etc.).

87.   **Question:** What is JSU's current brand position?

Answer: Jackson State University is an urban research institution providing an affordable, quality higher education experience.

88.   **Question:** What is JSU's current target market among African Americans?

Answer: Prospective students ages 14-18.

89.   **Question:** Who does JSU believe is their current "competitor," if any?

Answer: Nearby schools in Mississippi and top ranked HBCUs.

90.   **Question:** Currently, how does JSU believe it differentiates itself from competitors?

Answer: We are the affordable choice for the discerning student seeking a high-quality education in a nurturing atmosphere.

91. **Question:** What does JSU believe is the current perception of their brand among their market?

Answer: We believe we have strong brand recognition in the market.

92. **Question:** What are the attributes that you think are the key things that make JSU unique?

Answer: The student experience, research with award-winning faculty and affordability are some of the attributes that we will discuss highlighting during the campaign.

93. **Question:** Given the turnaround time between the scheduled issuing of the Q and A addendum and the RFP due date, and the time required for vendors to print and ship hard copy proposal responses, would JSU consider an extension to the due date to give vendors sufficient time to incorporate information from the Q and A into their proposal responses?

Answer: No. The entire time that the RFP has been active (since 08/03/2022) is considered the vendor's response time. Incorporation of information resulting from the Q and A should be completed and proposals should be received by the RFP's due date of September 14, 2022 at 11:30 a.m. CST.

94. **Question:** Is it acceptable to submit a response electronically?

Answer: No.

95. **Question:** On the RFP Response Checklist, JSU requests the Technical and Cost Specifications in separate sealed envelopes. Can JSU clarify the specifics requirements of those files? Do you want vendor names and identifying markers removed altogether as a redacted file for those specific sections?

Answer: The complete response consists of one (1) clearly marked original response that contains the submission cover sheet (Appendix A), cover letter, management requirements questionnaire, a separately sealed envelope containing the Technical Specifications, a separately sealed envelope containing the Cost Specifications and references. All of these components together comprise a complete response.

This complete response should also be contained in electronic copy in PDF files on a flash drive. Additionally, six copies of the complete response are required.

96. **Question:** Has JSU identified a budget for this initiative, and if so, is it possible to share? Is there a price above which proposals would not be accepted? Does this budget include pass through costs and list costs?

    Answer: Budget information related to RFP 23-04 is not available at this time.

97. **Question:** Is there an incumbent providing similar services to your institution? If yes, then please name the incumbent. If yes, then can you describe why you are proceeding with an RFP to procure services? Are there different / new services you'd like a new vendor to provide?

    Answer: We do not have an incumbent.

98. **Question:** Did JSU evaluate solutions that could meet its requirements through vendor presentations leading up to the RFP release? If so, what types and names of solutions and vendors were evaluated.

    Answer: No.

99. **Question:** Which institutional department(s) is/are funding this project?

    Answer: Budget information related to RFP 23-04 is not available at this time.

100. **Question:** Can JSU share who will be on the evaluation committee for this RFP?

    Answer: Members of the evaluation committee are not being disclosed at this time.

101. **Question:** What specific enrollment targets do you want to achieve?

    Answer: The university has a goal to increase enrollment to 8,500 over the next five years.

102. **Question:** Can you tell us about your current recruitment strategy?

Answer: The university is recruiting students strategically in markets where we've traditionally had great success (Chicago, Houston, Detroit, Indianapolis) and we're looking to improve our efforts within the state as well.

103.   **Question:** What is your current inquiry pool volume for entering class 2023?

Answer: N/A

104.   **Question:** Are you currently buying sophomore, junior or senior names? If so, what volumes are you buying and from which sources?

Answer: No.

105.   **Question:** What is the current size of your enrolling class for Fall 2022?

Answer: The tentative data for this question will be shared with the winning firm.

106.   **Question:** Are you looking to only grow enrollment numbers, or do you have additional enrollment goals (shaping class demographic, etc.)?

Answer: We plan to increase enrollment among undergraduates first with online and graduate enrollment being secondary areas of focus.

107.   **Question:** What CRM do you use?

Answer: Admissions Pro

108.   **Question:** Do you have an application platform preference (current institutional app versus a custom or marketed application platform)?

Answer: We do not have an application preference. We accept University admission applications through the University's portal and we are also listed on the Common Black Application.

109.   **Question:** What is JSU's intended budget for the scope of work for this RFP?

Answer: Budget information related to RFP 23-04 is not available at this time.

110.   **Question:** Has the University worked with an agency(ies) in the past?

Answer: No.

111.   **Question:** Is there a budget or budget range for this project overall or have you allocated any ranges to the various elements of the RFP?

Answer: Budget information related to RFP 23-04 is not available at this time.

112.   **Question:** When was the last time you conducted sentiment/awareness research?

Answer: Two years ago.

113.   **Question:** Are you able to share the results of that research with the winning bidder?

Answer: TBD

114.   **Question:** Can you describe the methodology of that research?

Answer: The university conducted focus groups prior to the development of the last recruitment marketing materials.

115.   **Question:** Can you share your existing brand book?

Answer: Yes, we will share this with the winning firm.

116.   **Question:** What are your audience segments for students (out-of-state, in-state, first-gen, etc.)?

Answer: Our audience segments for students are in-state, out-of-state, out-of-country, first generation, readmits, and online.

117.   **Question:** What are your other audience segments (parents, donors, alumni, businesses, etc.)?

Answer: Our other audience segments consist of parents, donors, alumni, community colleges, graduate/professional schools, and businesses.

118.   **Question:** What has enrollment looked like over the last three to five years?

Answer: Enrollment over the last three years has been flat, due in part to the pandemic.

119.   **Question:** Who are your competitors?

Answer: Schools in Mississippi and other top HBCUs.

120.   **Question:** What are your aspirational schools/peers?

Answer: Our aspirational schools/peers are other R2 HBCUs and newer R1 institutions.

121.   **Question:** What has your marketing, advertising and PR budget been in the past?

Answer: Budget information related to RFP 23-04 is not available at this time.

122.   **Question:** What have your marketing, advertising and PR efforts been in the past?

Answer: PR efforts have consistently worked to highlight student success in the local media, with emphasis being placed on targeting higher tier media in the last year. Marketing/ad efforts have been low level due to smaller budgets. The new administration is placing a larger emphasis on increasing marketing efforts.

123.   **Question:** We know you want your agency partner to establish recommendations for a marketing/media buy, but that is difficult to do without knowing your target markets and specific audience segments – which will come as the first part of this process. Is it OK for the RFP response to offer ranges?

Answer: Yes.

124.   **Question:** Can you share what alumni engagement and giving has looked like the past five years?

Answer: We have a very strong relationship with our alumni and they have been very supportive of our fundraising efforts. We believe they will greatly support our future capital campaign efforts.

125.   **Question:** Your RFP states that *"hard costs, for pre-approved marketing communications and promotions will be reimbursed upon submission of documentation outlining actual costs paid by Contractor."* We are assuming this does not include paid media placements. Can you confirm that assumption?

Answer: The costs for paid media placement will be separate from the agency fee.

126. **Question:** Currently, what are the student retention, persistence and graduation rates?

     Answer: The Fall 2020 retention rate is 76 percent. The 2014 cohort's graduation rate is 44 percent.

127. **Question:** Has JSU conducted Campus Climate surveys prior to the Elevate Strategic Plan? If so, can you share those results?

     Answer: No.

128. **Question:** Has JSU conducted annual student surveys prior to the Elevate Strategic Plan? If so, can you share those results?

     Answer: JSU has conducted student surveys prior to the Elevate Strategic Plan.

129. **Question:** Can you share the budget parameters for the work?

     Answer: Budget information related to RFP 23-04 is not available at this time.

130. **Question:** Does Jackson State University currently have an agency partner? If so, which agency?

     Answer: We do not have an incumbent agency for the work of this RFP.

131. **Question:** As we are beginning to prepare our response, I wanted to determine if our current insurance policy is considered acceptable and if not, what options we have in the bidding stage vs. the contract stage?

     Answer: JSU cannot pre-evaluate any component of a vendor's response to RFP 23-04. The winning bidder will be given time to adjust insurance coverage to meet the requirements of the contract, prior to beginning work, if necessary.