

STATE OF SOUTH DAKOTA  
OFFICE OF PROCUREMENT MANAGEMENT  
523 EAST CAPITOL AVENUE  
PIERRE, SOUTH DAKOTA 57501-3182

**Media Campaign to Promote the Child Care Profession**

PROPOSALS ARE DUE NO LATER THAN JANUARY 15<sup>th</sup>, 2024

RFP9346

BUYER:  
OFFICE OF THE SECRETARY

POC: Kirsten Blachford  
[Kirsten.Blachford@state.sd.us](mailto:Kirsten.Blachford@state.sd.us)

Q1: What is the end goal – more child care facilities to be opened? More residents pursuing education in the profession? More residents applying for child care jobs? Something else?

A1: *The end goal is to grow the child care workers profession. We'd like to see more people pursuing the profession and applying for child care jobs.*

Q2: Is there state funding available for the support of child care businesses?

A2: *There have already been millions of dollars of grant monies given to South Dakota child care businesses in the past year. The Governor's Office of Economic Development also has a program and is currently accepting applications.*

Q3: Is there state funding available for education to pursue a career in the child care industry?

A3: *There have been grants established through partnerships with the tech schools in South Dakota to provide scholarships for education purposes.*

Q4: There are state available certifications and programs for those already in the child care profession – like Pathways to Professional Development. What other state initiatives are there currently for enticing people to work in this industry?

A4: *See previous answer on Tech school scholarships.*

Q5: Can you describe any expected interactive or data-driven functions of the website? For example, are there any external databases that we need to pull or push data from or to? "The vendor will be responsible to design, code and populate a responsive internet website for all standard and mobile applications." Can DSS confirm whether the website would be contained within the existing DSS website or if the website would be a standalone campaign website that may have a different design and branding characteristics?

A5: *We'd like to work with the vendor to determine the best option for a website. We are open to both options of it being contained within the existing website or a standalone campaign website with a different design. Branding would need to remain consistent with DSS standards, but can be new.*

Q6: Will BIT staff be directly involved in website development, or will the vendor be solely responsible for the design and development of the website, while adhering to BIT guidelines?

A6: *If a website is needed, BIT will not be involved in the development. The vendor will need to adhere to BIT guidelines.*

Q7: What is the proposed budget? Could you let us know what the budget is for agency services and media buys? Does the agency have a maximum anticipated budget for the full scope of services requested in the RFP? Can the state provide a preferred funding amount or funding ranging for the project and the source of the funding?

*A7: There isn't a set budget for this project. The state plans to use one-time money for the campaign, which is why there's a deadline to spend. The Governor, urged by those inside the child care industry, recommended the campaign and is committed to it.*

Q8: Could you confirm that you are looking for hourly rates for individuals or are you looking for a lump sum price for a year for the resources identified?

*A8: We are looking for total cost.*

Q9: Could we request an extension to the submission deadline? Given the holiday season, would DSS consider an extension for proposals?

*A9: No. No extensions will be granted.*

Q10: Could you let us know if you have local preference or are you open to a Canadian agency that has done similar work with clients across the United States?

*A10: We are open to a Canadian vendor as long as they are in good standing with the State of South Dakota.*

Q11: Who is the incumbent agency (if any)?

*A11: The Department of Social Services hasn't previously worked with any agency on this campaign.*

Q12: Is there any agency of record for media buying services that will be engaged in this effort? Does the agency currently have an estimated budget for direct expenses associated with a media buy?

*A12: The Department of Social Services is soliciting this contract. There is not a set budget for media buys. The Department is utilizing one-time money with the Governor's support.*

Q13: Should cost estimates for direct expenses associated with printing of advertising, marketing, and other specified deliverables be included in the cost proposal?

*A13: Yes.*

Q14: The purpose of the RFP is to "...promote the value of the child care profession." Can South Dakota Department of Social Services (DSS) confirm what is included in the definition of child care for the purposes of this RFP – e.g., licensed child care centers, licensed family child care, licensed school-age child care centers? Does DSS include those who provide types of child care outside of the regulated market – e.g. nannies, au pairs, friends, family, neighbors?

*A14: The definition includes any workers in licensed child care centers, licensed family care, licensed school-age child care centers and licensed home daycares.*

Q15: "The contract will begin approximately March 1, 2024, for the period of one year." Are there other interim deliverable deadlines or important time constraints that the vendor should consider in the proposal?

*A15: As the RFP states, the money must be spent by the end of September 2024.*

Q16: What type of contract (firm fixed price, time, and materials, cost plus fixed fee, etc.) does DSS anticipate awarding to the successful offeror? If an offeror proposes a Firm Fixed Price do, they still need to provide labor rates?

*A16: DSS is open to all types of proposals.*