

VENDOR QUESTION/CLARIFICATION	ANSWER/RESPONSE
<p>1. Please share the budget for this effort</p>	<p><b>Budget for FY 2025 is anticipated to be approximately \$400,000. Future budgets will be dependent upon annual appropriations.</b></p>
<p>2. You state that the campaign should build off the existing theme of “Serve with Honor” Protect with Pride. Should we assume that you are not looking for new creative concepts but rather a modification?</p>	<p><b>NJDOC is looking to use existing and new creative concepts where appropriate and asked upon vendor recommendations.</b></p>
<p>3. Should the campaign be in and out of the market during specific timeframes</p>	<p><b>The vendor should be prepared to provide recommendations on specific timeframes for being in market to maximize interest and meet the lengthy application process prior to the start of training.</b></p>
<p>4. Do you have photos and video assets that could be utilized for this effort?</p>	<p><b>NJDOC does has existing photo and video assets that can be used.</b></p>

5. Regarding the State Registration /Document Requirements, all the forms you require already exist in our NJSTART account/vendor profile, please confirm that are we not required to submit with our proposal	<b>If the required forms are already exist on the vendor's profile then they are not required to be submitted with the proposal. It is the responsibility of the vendor to confirm all forms are valid on the profile.</b>
6. You state that the DOC website should be checked for updates for this RFP, however I do not see it posted at the following location, <a href="https://www.nj.gov/corrections/pages/grants.html">https://www.nj.gov/corrections/pages/grants.html</a>	<b>It is the responsibility of the vendor to check the website periodically. If there are updates such as answers to vendor questions, they will be posted.</b>
7. Can you share examples of past videos produced for items listed under 1.3 Additional Deliverables?	<b>Past examples are available on NJDOC websites and content pages.</b>
8. What has been successful in the past in respect to recruitment?	<b>NJDOC has utilized a number of tactics to improve recruitment including paid advertising, events, and promotion.</b>
9. Do you have a goal /KPIs that you are looking to achieve in respect to applications received?	<b>The primary KPI being used to determine success of the recruitment campaign is the full re-enrollment of future academy classes.</b>
10. How many CPOs are you looking to hire per year?	<b>The Department is seeking to hire 230 officers per class with two or three classes per year.</b>
11. Do you have any existing contracts with recruiting sites or platforms such as Indeed/GD, LinkedIn, Brazen, AI or programmatic vendors?	<b>Various employment/recruiting websites have been used.</b>
12. Do you currently drive applicants into an ATS (Applicant Tracking System)? If so, what is the name of the platform?	<b>NJDOC does not currently have an ATS but is in the planning stages of developing one.</b>

13. What challenges, besides the shortage of candidates, is NJ DOC facing?	<b>NJDOC has numerous challenges throughout the department but unrelated to officer recruitment campaign.</b>
14. How many applications per year/campaign do you expect to consider this campaign a success?	<b>Campaign success is determined by the number of qualified applicants entering and completing the academy.</b>
15. Ideally, how many candidates would you like to hire during each year/campaign?	<b>The Department is seeking to hire 230 officers per class with two or three classes per year.</b>
16. How many on-site and/or virtual hiring events and job fairs do you plan for each year/campaign?	<b>This will be determined in conjunction with the overall campaign design. The vendor will be expected to make a recommendation.</b>
17. Who is your most direct competitor?	<b>Local law enforcement, county correctional agencies, state police.</b>
18. Will DOC handle the deployment of the email marketing campaign, or should the selected vendor include it in the proposal?	<b>Depending upon the complexity of the email marketing campaign and proposal by the vendor, it will be determined at a later date.</b>
19. How frequently will in-person coaching sessions be required?	<b>Frequency will be dependent upon need.</b>
20. Can you clarify what you mean by "persuasion programming"?	<b>Referencing metrics used to determine effectiveness of the campaign.</b>
21. Will the additional video deliverables be included in the annual budget?	<b>Video deliverables are included in the annual budget.</b>
22. Has an estimated annual budget been established for this effort?	<b>Budget for FY 2025 is anticipated to be approximately \$400,000. Future budgets will be dependent upon annual appropriations.</b>
23. Is there a known, driving factor behind the difficulties in recruiting new officers?	<b>The decline in officer recruitment is a nationwide issue, impacting most correctional agencies. Can be attributed to low unemployment rate, desire to work in other fields, and numerous macro economic factors.</b>
24. Is new creative campaign expected to be ready for the May 2025 launch or will the existing campaign kick things off with new creative phasing in?	<b>NJDOC is seeking a quick deployment of a recruitment campaign with new creative being phased at various intervals to coincide with recruiting schedule.</b>
25. Is a new campaign/plan expected for each year of the agreement starting in successive May timeframes?	<b>No. Campaign schedule will be dependent upon class and processing timelines.</b>

26. Will client be able to provide any candidate profiles (i.e. best areas for recruitment success, typical recruit, etc.)?	<b>Yes.</b>
27. For "Serve with Honor, Protect with Pride", will the winning contractor be expected to develop all new creative utilizing this theme? Confirming here that no new theme is to be developed.	<b>Creative assets will need to be refreshed as needed to appeal to potential leads.</b>
28. What is the expectation of the website? Campaign landing page and application form?	<b>Existing website is already available. Vendor should be prepared to provide guidance and recommendations on user experience of the website.</b>
29. For the website, will the winning contractor provide the state with creative assets for their team to code or will contractor have permissions to access the site?	<b>Vendor will not have backend access to the website and will need to provide state with creative assets.</b>
30. For the proposed media tactics, what is the thinking behind National TV for a highly regional campaign and target audience?	<b>Media tactics include a comprehensive list of options for consideration.</b>
31. Can you provide more information about the contractor's role as it relates to Public Relations?	<b>The RFP provides an outline of the expectations for public relations.</b>
32. Are you able to provide the name of your current CRM vendor and which platform?	<b>No.</b>

[illegible]

[illegible]