



NOTICE

NOTICE OF INTENDED ACTION TO SHORT LIST

FLORIDA VIRTUAL SCHOOL

April 1, 2021

Karen Stolarenko, Senior Buyer
(407) 513-3566
kstolarenko@flvs.net

Notice is hereby given that on March 31, 2021 the Evaluation Committee scored and ranked all qualified submissions for RFP01-2102660B01-MKTWEB-XXXXXX; Marketing Web Development and is proceeding to oral presentations/interviews with the following providers:

- Appleton Creative, Inc d/b/a Appleton Inc.
- P'unk Ave, LLC

Each respondent will have an opportunity to provide an overview of their firm (a short ten-to-fifteen-minute introduction) followed by a question and answer session (see page 2). All key team members of the project team must attend.

THE MEETINGS WILL BE HELD via Zoom Conference at:

Dial-In Number: 646 876 9923

Zoom Meeting Link: <https://flvs.zoom.us/j/6826895354>

Meeting ID: 682 689 5354

PRESENTATION MEETINGS ARE SCHEDULED AS FOLLOWS:

Appleton Creative

Wednesday April 7, 2021 *(This meeting is closed to the public)*

1:00 – 2:00 PM EST - Panel Interview

2:00 – 2:15 PM EST 15 MINUTE COMMITTEE BREAK

P'unk Ave

Wednesday April 7, 2021 *(This meeting is closed to the public)*

2:15 – 3:15 PM EST – Panel Interview

3:15 – 3:45 PM EST SCORING (This is a Public Meeting)

Web:
www.flvs.net

Phone:
(407) 513-3566

Email:
procurement@flvs.net

Procurement Services
2145 Metro Center Boulevard, Suite 100 ·
Orlando, FL 32835



Interview participants shall be prepared to address, discuss, and/or clarify the following:

1. Introduce your team and clarify who will serve as primary contact if awarded.
2. Provide a flow chart that identifies not only the process, but who fills the assigned roles. Will there be a primary single point of contact or will the FLVS team need to work with multiple contacts, departments, and /or subcontractors?
3. Clarify what is actually included in design content enhancements to FLVS.net. We need a better understanding of the quantities and deliverables.
4. Respondents should be prepared to discuss the research, planning, and discovery process in detail, including analysis of audience personas and behavior to inform content strategy and development. Please confirm that the scope of research required is included in the proposed pricing.
5. Elaborate on your experience in brand identity development and speak to creative execution and decision-making from your work examples. Describe your reasoning for UI/UX decisions in relation to page elements, layouts, and, other aspects of the designs.
6. With regard to the change management process, how do you address secondary and/or additional subsequent rounds of revisions? Please confirm that additional revisions to achieve acceptable deliverables are included in the proposed pricing.
7. Outline staffing costs allocations to include all required services as detailed in the RFP, including copywriting.

FLVS reserves the right to ask for additional information as needed.

“Failure to file a protest within the time prescribed in section 120.57(3), Florida Statutes, or failure to post the bond or other security required by law within the time allowed for filing a bond shall constitute a waiver of proceedings under chapter 120, Florida Statutes. “



Web:
www.flvs.net

Phone:
(407) 513-3566

Email:
procurement@flvs.net

Procurement Services
2145 Metro Center Boulevard, Suite 100 ·
Orlando, FL 32835