

**School Nutrition Social Marketing Campaign
Questions and Answers from Vendors
October 22, 2025**

	Vendor Question	Answer
1	What is the anticipated budget for this opportunity?	We are unable to provide an anticipated amount. Your proposed budget should be included in the proposal you submit.
2	Is there a current incumbent agency that has previously worked on this contract or related work?	No
3	The RFP mentions that the awarded vendor will host a focus group or conduct appropriate validity testing. Can this be conducted virtually, or is an in-person format required?	The focus group may be in-person or virtual would be allowed.
4	We understand the project timeframe is five months. Do you anticipate the possibility of an extension or additional terms with the awarded vendor?	An extension or additional terms are not intended or planned but may be a possibility in the case of unforeseen circumstances. If needed, these would be discussed with the awarded vendor in advance.
5	Just to confirm—should proposals be submitted via email, and is there no submission portal?	Proposals should be submitted by email to oias@iowa.gov.
6	Is there any other solicitation documentation besides the attached?	Not at the time but all individuals are invited to keep checking the website for any additional information related to this procurement (e.g. addendums, question and answer documents).
7	Are you looking for an animated video or one with real people?	Animated EDIT: the video format will be decided upon working with the awarded vendor.
8	Do you have an outline of content for each of the three videos - or draft script?	We currently do not have an outline or a draft script. As stated in the bid proposal, the awarded vendor would develop scripts for the three videos.
9	What is the project timeline that's referenced in the bid posting?	The project timeline will be December 1, 2025 - April 1, 2026

10	What is the difference between a formal and informal bid?	Please see this link to Iowa Administrative code Chapter 117 https://www.legis.iowa.gov/docs/iac/rule/11.117.3.pdf
11	Who was the selected agency in 2023 when this bid was last issued	This is the first bid request posted for this project.
12	Is there a current measure of sentiment from families and students regarding school nutrition programs?	The Department worked with the University of Iowa as part of a USDA Team Nutrition grant to conduct formative research to determine the perception and knowledge of the nutrition content and benefits of school meals. The awarded vendor will work with the Department to incorporate these evaluation findings when developing the social marketing campaign.
13	Have you seen improved participation rates since previously running this campaign?	This is a new social marketing campaign to improve perceptions and awareness of the nutrition contribution of school meals through a USDA Team Nutrition grant.
14	How will you determine the success of this campaign?	Materials for the campaign will be made available to schools to share with their stakeholders. This campaign will be considered successful by the number of materials created, the number of schools that share the materials with their stakeholders and the number of views for each video
15	Are you open to working with out-of-state vendors?	Yes
16	Are you open to other media formats or assets? as well as videos?	Applicants are welcome to propose additional media format ideas but these additional ideas will not be scored for this funding application. Only the components listed in the funding opportunity announcement will be scored.

17	<p>Can you confirm that this is something that the agency would need to develop and will this include strategy and both the creative and strategic components of the campaign? We just wanted better understanding of how you all envision this marketing campaign component/deliverable.</p>	<p>The awarded vendor will develop a marketing plan and incorporate feedback from the Department and user testing of draft materials. The awarded vendor will develop scripts for three videos each of which will be 3-5 minutes in length, and develop the layout for graphics and logos. The Department will create the end deliverables by recording the videos and adapting the graphics and logos for various platforms.</p>
18	<p>Is there a preference for local firms and organizations?</p>	<p>According to IAC 11-117.6(1)b The department and state agencies shall make every effort to support Iowa-based businesses when making a purchase. Tied responses to solicitations, regardless of the type of solicitation, shall be decided in favor of the Iowa-based business.</p>
19	<p>Can you share a list or total count of Iowa schools that participate in the National School Lunch Program</p>	<p>All public schools in Iowa participate in the National School Lunch Program and over 70 of Iowa's private schools participate. A full list will be provided to the awarded vendor.</p>
20	<p>For the focus group/market research, do you have access (contact info, email addresses, phone numbers, etc.) to parents and educators to conduct this research? If not, how have you reached this audience in the past?</p>	<p>We have contact information for school nutrition professionals that work in Iowa schools participating in the National School Lunch Program. The Department's Bureau of Nutrition and Health Services does not typically reach out to parents and does not have access to parent contact information.</p>