

# **Social Media & Database Management**

## **Request for Proposal: Questions & Responses**

March 12, 2013

- 1. What is the budget for the program? Is the budget broken down among specific activities such as email marketing, social media etc?**

*We currently do not have a specific budget for this project alone.*

- 2. What is the current mass email program used?**

*The current mass email program that we are using is called Lyris.*

- 3. How is member information stored? What database is used?**

*Our current member information is stored within our AS400 in-house database.*

- 4. Is there an existing communication or marketing plan and if so, may we have a copy?**

*We do not have an existing communication or marketing plan.*

- 5. What communication, social media and/or marketing firms if any are you currently working with or have worked with in the past?**

*At the present time we are not working with any communication and social media and/or marketing firms. We also have no prior working relationship with any media companies.*

- 6. What database management organizations are you currently working with or have worked with in the past?**

*At the present time we are not working with any database management organizations. We also have no prior working relationship with any database management companies.*

- 7. On item 6, page 3 – it states “increase section membership from the current 48,000 members to 50% of the active bar membership. Is this to 121k?**

*As stated on item 6, page 3, we would like to increase our current membership from 48,000 to 121,000 participants.*

- 8. For the goals outlined on pages two and three, have specific measurement metrics been established or will the winning bidder and The Office of Education work in tandem to develop those.**

*We have not established specific measurement metrics so it is our objective to develop them together with the winning bidder.*

- 9. Has research been done on why people choose to be members, or what people see as the value of joining the Section? Similarly, if this research has been done, what does it show is the biggest barrier to membership?**

*The main reason members join Sections is primarily for the newsletters. Our biggest barrier to membership is our inability to effectively implement an email marketing strategy to our target audience of non-Section members.*