



UNIVERSITY OF CENTRAL FLORIDA

**Procurement Services**  
3544 Perseus Loop #160975  
Orlando, FL 32816

## **ADDENDUM I**

### **IMPORTANT DOCUMENT – INVITATION TO NEGOTIATE**

**ITN NUMBER: 2025-07DCSA**

**ITN TITLE: Social Media Marketing for UCF RESTORES**

**OPENING DATE & TIME: January 8, 2026; 3:00 PM**

**ADDENDUM NUMBER: I                      ADDENDUM DATE: December 17, 2025**

**Purpose of this addendum is to answer questions asked during the q/a period.**

**PLEASE ACKNOWLEDGE RECEIPT OF THIS ADDENDUM AND RETURN IT WITH YOUR OFFER. FAILURE TO SIGN AND RETURN WITH YOUR OFFER COULD RESULT IN REJECTION OF YOUR OFFER.**

\_\_\_\_\_  
**PROPOSERS SIGNATURE**

\_\_\_\_\_  
**PRINT OR TYPE PROPOSER'S NAME**

\_\_\_\_\_  
**COMPANY NAME**

\_\_\_\_\_  
**EMAIL ADDRESS**

- 1. Supplier Question:**  
What is the main objective of the content?  
**UCF Answer:** To promote the work of UCF RESTORES – inform various publics of the educational, training, and treatment programs that we offer.
- 2. Supplier Question:**  
Who is the primary target audience for these videos?  
**UCF Answer:** The public but particularly veterans, active-duty personnel, first responders, survivors of mass casualties/disasters about the services that are available through our program.
- 3. Supplier Question:**  
What type of content are you envisioning specifically for social media platforms?  
**UCF Answer:** static graphics and text as well as videos that promote our services (see #1).
- 4. Supplier Question:**  
Do you have any examples of content from other programs or universities that align with the desired look and feel?  
**UCF Answer:** Please feel free to look at our webpage and social media posts on Facebook, Instagram, and LinkedIn for examples.
- 5. Supplier Question:**  
Approximately how many videos or deliverables are you aiming for in total?  
**UCF Answer:** We want content 2-3 times per week although they do not necessarily all have to be videos. Also, a quarterly newsletter that would summarize social media posts.
- 6. Supplier Question:**  
Does UCF have specific brand guidelines or required visual standards that I should follow?  
**UCF Answer:** The **UCF Brand & Styleguide** can be found here: <https://www.ucf.edu/brand/>
- 7. Supplier Question:**  
How will success be measured for this project?  
**UCF Answer:** Increased traffic on our social media sites, increased media requests for local/national stories about our work, and increased requests for services through our Center.
- 8. Supplier Question:**  
**BUDGET & SCOPE:**  
What is the annual budget allocated for this contract? If unable to disclose specific figures per procurement regulations, can you share the previous annual spending range for similar social media marketing services?  
**UCF Answer:** The annual budget for social media is \$28,000.00 for the first year with a 3% increase each year.

9. **Supplier Question:**  
**BUDGET & SCOPE:**  
What is the total marketing budget for UCF RESTORES, including all marketing and communications activities?  
**UCF Answer:** See #8. Total marketing budget not relevant.
10. **Supplier Question:**  
**BUDGET & SCOPE:**  
Is there a separate production budget for video and graphic design asset creation beyond social media management fees?  
**UCF Answer:** No.
11. **Supplier Question:**  
**BUDGET & SCOPE:**  
What was the total spend on social media marketing services for UCF RESTORES in the past 12-24 months?  
**UCF Answer:** \$27,000.00 per year.
12. **Supplier Question:**  
**BUDGET & SCOPE:**  
Will there be a media strategy budget and spend for social media boosting/paid social advertising, or is this scope limited to organic social media management only?  
**UCF Answer:** Organic social media management only.
13. **Supplier Question:**  
**CURRENT STATE & PLATFORMS:**  
What social media platforms are currently active for UCF RESTORES (Instagram, Facebook, LinkedIn, X/Twitter, TikTok, etc.)?  
**UCF Answer:** Instagram, Facebook, LinkedIn. No interest in X/Twitter or TikTok.
14. **Supplier Question:**  
**CURRENT STATE & PLATFORMS:**  
What are your preferred channels now, and which platforms are you looking to expand to under this contract?  
**UCF Answer:** Instagram, Facebook, LinkedIn. No interest in X/Twitter or TikTok.
15. **Supplier Question:**  
**CURRENT STATE & PLATFORMS:**  
What are you looking to do differently?  
**UCF Answer:** More use of videos and less use of static images on our pages.
16. **Supplier Question:**  
**CURRENT STATE & PLATFORMS:**  
Is there an incumbent vendor?  
**UCF Answer:** Prefer not to say.

17. **Supplier Question:**  
**CURRENT STATE & PLATFORMS:**  
Who currently manages UCF RESTORES' social media, and what has been working well or not working with the current approach?  
**UCF Answer:** See answers 15 and 16.
18. **Supplier Question:**  
**CURRENT STATE & PLATFORMS:**  
What is the expected monthly content volume (number of posts per platform per week)?  
**UCF Answer:** 2-3 postings per week on all three platforms.
19. **Supplier Question:**  
**SCOPE CLARIFICATION:**  
Section 4.0 mentions working "in conjunction with the Public Relations Firm." Can you identify this PR firm and clarify the division of responsibilities between the social media contractor and the PR firm?  
**UCF Answer:** Current public relations firm does not provide social media services.
20. **Supplier Question:**  
**SCOPE CLARIFICATION:**  
Are there existing brand guidelines, approved messaging frameworks, and visual asset libraries we should reference, or will brand development be part of this scope?  
**UCF Answer:** The **UCF Brand & Styleguide** can be found here: <https://www.ucf.edu/brand/>
21. **Supplier Question:**  
**REFERENCE REQUIREMENTS:**  
Section 3.2.A.1 requests experience with "university-based clinical research centers specifically." Would experience with state healthcare agencies (California Department of Public Health), national healthcare foundations, or hospital systems satisfy this requirement, or is direct university clinical research experience mandatory?  
**UCF Answer:** Direct university clinical research experience is strongly preferred as some healthcare agencies listed above do not have research or training missions, which are an integral part of our focus and funding.
22. **Supplier Question:**  
**REFERENCE REQUIREMENTS:**  
For the required client references in Section 3.2.A.2, must they be from university clinical research settings, or will healthcare sector and mental health campaign references be acceptable?  
**UCF Answer:** References do not need to be from university clinical research settings.

- 23. Supplier Question:**  
**COMPLIANCE & OPERATIONS:**  
What level of HIPAA compliance is required for this contract? Will the contractor's team need direct access to patient information, protected health records, or clinical research data?  
**UCF Answer:** HIPAA compliance is necessary even though all clinical research data will be deidentified, and any patient testimonials will only occur following consent from patient to allow release of information.
- 24. Supplier Question:**  
**COMPLIANCE & OPERATIONS:**  
Will the contractor need access to patient testimonials, treatment outcome data, or participant stories for content creation purposes?  
**UCF Answer:** Yes.
- 25. Supplier Question:**  
**COMPLIANCE & OPERATIONS:**  
Can social media management, content production, and account management be performed remotely with periodic on-site visits, or is regular on-campus presence in Orlando required?  
**UCF Answer:** Can be done remotely following initial visit to Center to gain a full understanding of the scope of our services.
- 26. Supplier Question:**  
**COMPLIANCE & OPERATIONS:**  
If on-site work is required, what is the expected frequency (weekly, monthly, quarterly)?  
**UCF Answer:** On-site work is not required.
- 27. Supplier Question:**  
**COMPLIANCE & OPERATIONS:**  
What approval process exists for social media content before posting? Who are the key stakeholders involved in content approvals?  
**UCF Answer:** Key stakeholders include members of faculty (depending on content) and Chief of Staff.
- 28. Supplier Question:**  
**COMPLIANCE & OPERATIONS:**  
What is the typical approval turnaround time for content review and posting?  
**UCF Answer:** 24-48 hours.

**29. Supplier Question:**

I saw the posting on My Florida Marketplace for the Social Media Marketing for UCF RESTORES. I'd love more information on this. Does this have to go through the portal?

**UCF Answer:** All proposals must be submitted via Bonfire.

Please reference **Appendix III - Bonfire Submission Instructions for Suppliers** which can be found on pages 35-36 in the ITN document.

**30. Supplier Question:**

What are the required deliverables? How many videos are needed?

**UCF Answer:** Required deliverables are 2-3 postings per week on social media and a newsletter once per quarter. We do not have a specific required number of videos but approximately half of the postings should have some video content.

**31. Supplier Question:**

What is your budget and timeline for the project?

**UCF Answer:** \$28,000.00 for year 01 with a 3% increase each additional year.

**32. Supplier Question:**

Are there any other marketing/media services needed for the project?

**UCF Answer:** No.

**33. Supplier Question:**

I am interested in the ITN for Social Media Marketing for UCF RESTORES but I am unsure of how to apply.

**UCF Answer:** All proposals must be submitted via Bonfire.

Please reference **Appendix III - Bonfire Submission Instructions for Suppliers** which can be found on pages 35-36 in the ITN document.

**34. Supplier Question:**

Should we anticipate a fixed volume of monthly content deliverable, or will that be shaped collaboratively post-award?

**UCF Answer:** 2-3 postings per week on all three platforms.

**35. Supplier Question:**

Will UCF RESTORES provide any trauma-informed content guidelines or review procedures to support clinical alignment?

**UCF Answer:** Yes.

**36. Supplier Question:**

**Video Requirements**

Does the scope require on-site video production at UCF or affiliated locations?

**UCF Answer:** No.

**37. Supplier Question:**

**Video Requirements**

If so, can UCF clarify the anticipated frequency of on-site filming (e.g., monthly, quarterly, as needed)?

**UCF Answer:** N/A as onsite video is not required.

**38. Supplier Question:**

**Video Requirements**

Does UCF anticipate interviews, event capture, or documentary-style footage as part of the engagement?

**UCF Answer:** Yes. We hope that will be part of the ongoing work.

**39. Supplier Question:**

**Video Requirements**

Will existing video assets be available for repurposing within the social strategy?

**UCF Answer:** Yes.

**40. Supplier Question:**

**Video Requirements**

Should respondents include on-site video production within the fixed monthly fee, or may it be priced as project-based work?

**UCF Answer:** All video production is within the fixed monthly fee

**41. Supplier Question:**

**Content Volume & Platforms**

Could UCF provide general guidance on expected monthly posting volume across all platforms?

**UCF Answer:** 2-3 postings per week across all platforms.

**Supplier Question:**

**Content Volume & Platforms**

Does UCF anticipate a preferred mix of content types (e.g., short-form video, graphics, text posts), or should respondents recommend the optimal ratio?

**UCF Answer:** We want a mixture, but respondents should feel free to recommend optimal ratios.

**Supplier Question:**

**Content Volume & Platforms**

Which social media platforms are in scope for ongoing management?

**UCF Answer:** Facebook, LinkedIn, and Instagram.

- 42. Supplier Question:**  
**Content Volume & Platforms**  
Are there platform-specific guidelines or restrictions already in place for UCF RESTORES' social channels that the selected agency should incorporate into its content planning?  
**UCF Answer:** None, other than we are not interested in posting on TikTok or X/Twitter.
- 43. Supplier Question:**  
**Collaboration & Workflow**  
Can UCF share the anticipated frequency of coordination with UCF RESTORES and the PR firm beyond the monthly calls noted in the ITN?  
**UCF Answer:** Regular correspondence by email.
- 44. Supplier Question:**  
**Collaboration & Workflow**  
Can UCF provide general guidance on how responsibilities are typically divided between UCF RESTORES' PR firm and the selected agency, particularly for content development and approvals?  
**UCF Answer:** There will be monthly overall marketing strategy meetings among UCF RESTORES, PR Firm, and social media firm, where decisions on strategy will be determined. All content is subject to approval by UCF faculty prior to publication.
- 45. Supplier Question:**  
**Strategy & Measurement**  
Can UCF share the primary goals or success measures for this contract?  
**UCF Answer:** See #1, 2, and 7.
- 46. Supplier Question:**  
**Strategy & Measurement**  
Does UCF have preferred KPIs or reporting frameworks for social media performance?  
**UCF Answer:** See #7.
- 47. Supplier Question:**  
**Strategy & Measurement**  
Are there known seasonal or cyclical periods where posting frequency or strategy should shift?  
**UCF Answer:** No.
- 48. Supplier Question:**  
**Tools & Assets**  
Does UCF require the selected agency to use a specific scheduling, asset management, or publishing platform?  
**UCF Answer:** No.

- 49. Supplier Question:**  
**Tools & Assets**  
Will brand guidelines and existing visual assets for UCF RESTORES be provided?  
**UCF Answer:** The **UCF Brand & Styleguide** can be found here:  
<https://www.ucf.edu/brand/>
- 50. Supplier Question:**  
**Tools & Assets**  
Are profile optimization and branding updates included within the initial scope?  
**UCF Answer:** Profile optimization is included but branding updates are not.
- 51. Supplier Question:**  
**Pricing**  
Does UCF have an established budget range or not-to-exceed amount that respondents should consider when scoping the fixed-fee pricing?  
**UCF Answer:** Not-to-exceed amount is \$28,000.00 per year with a 3% increase in each subsequent year.
- 52. Supplier Question:**  
How often will we be making new graphics or videos, and how often will we be using assets your team already has?  
**UCF Answer:** 50-50.
- 53. Supplier Question:**  
Will any onsite photo or video capture be required, or will all photo and video content come from existing materials?  
**UCF Answer:** From existing materials unless both parties think that there is a need for new content or new content is provided.
- 54. Supplier Question:**  
How involved should we be in community management? Should we only advise on responding to comments and DMs, or will you also want us to handle responses directly?  
**UCF Answer:** We handle all responses but will seek advice when necessary.
- 55. Supplier Question:**  
Which social platforms are most important to you right now, and which audiences are you most focused on growing?  
**UCF Answer:** See #41.
- 56. Supplier Question:**  
Do you have specific KPIs or success metrics you want to track?  
**UCF Answer:** See #7.
- 57. Supplier Question:**  
Do you have a preferred posting frequency?  
**UCF Answer:** See #41.

- 58. Supplier Question:**  
Should the social strategy be consistent across all channels (Meta, LinkedIn, TikTok), or do you expect each platform to have its own unique approach?  
**UCF Answer:** Be consistent.
- 59. Supplier Question:**  
The ITN mentions “social media outreach.” “Outreach” usually means proactive engagement—commenting, DM outreach, interacting in groups, etc. Is that what you intend, or is “outreach” being used in a broader sense to describe general social media management?  
**UCF Answer:** General social media management.
- 60. Supplier Question:**  
Will this engagement be focused strictly on organic social, or will paid social advertising also be part of the strategy?  
**UCF Answer:** No paid advertising.
- 61. Supplier Question:**  
**Budget and Term Length**  
Could you please confirm the anticipated budget range for this engagement?  
**UCF Answer:** \$28,000.00 per year with a 3% increase in each additional year.
- 62. Supplier Question:**  
**Budget and Term Length**  
What is the expected term length for the contract?  
**UCF Answer:** Please reference section **2.21 Term of Contract** which can be found on page 18 of the ITN document.

### **2.21 Term of Contract**

The contract resulting from this ITN, if any, shall commence on **March 12, 2026**, or such other date as the University directs and the Contractor shall agree, and shall end on **March 11, 2031**. The University may renew/extend a resultant contract, as mutually agreed to by both parties. Renewals may not exceed 5 years or twice the term of the original contract, whichever is longer. An extension may not exceed 12 months or until completion of the competitive solicitation and award or protest, whichever is longer.

**63. Supplier Question:  
Content Assets**

Will UCF provide existing photo and/or video assets for use in deliverables, or will the selected vendor be responsible for on-site content collection?

3. Marketing & Graphic Design Support

The anticipated scope of work will include:

- Reviewing, utilizing and updating existing branded visual assets and video materials for use on social media and web.
- Developing graphic design and other digital visual materials for marketing promotion across UCF RESTORES' website and social media channels.
- Providing miscellaneous support for a variety of as-needed project areas, such as special events, legislative communications, and donor and stakeholder relations.

**UCF Answer:** We will provide some assets, but we would like some new assets to be generated. We project about 50% each.

**64. Supplier Question:  
SCOPE & REQUIREMENTS**

What is the full scope of work, and are there detailed specifications available?

**UCF Answer:** See #63.

**65. Supplier Question:  
SCOPE & REQUIREMENTS**

What are the expected deliverables, formats, and submission deadlines?

**UCF Answer:** 2-3 postings per week on Facebook, Instagram and LinkedIn.

**66. Supplier Question:  
SCOPE & REQUIREMENTS**

Are there any standards, guidelines, or regulatory requirements we must follow?

**UCF Answer:** The **UCF Brand & Styleguide** can be found here:  
<https://www.ucf.edu/brand/>

**67. Supplier Question:  
SCOPE & REQUIREMENTS**

Has the scope changed or expanded from previous versions or past contracts?

**UCF Answer:** No.

**68. Supplier Question:  
SCOPE & REQUIREMENTS**

Are there optional tasks ("nice-to-haves") that may become required later?

**UCF Answer:** No optional tasks are considered at this time.

69. **Supplier Question:**  
**TIMELINE & DEADLINES**  
What are the key project milestones and target delivery dates?  
**UCF Answer:** This is an ongoing service; thus, we do not have key project milestones that could culminate in the delivery of a product. We are seeking a partner who can deliver 2-3 social media posts per week and continue to grow our presence on social media.
70. **Supplier Question:**  
**TIMELINE & DEADLINES**  
Are there any fixed deadlines that cannot change?  
**UCF Answer:** Not now but that could change depending on projects such as conferences that have specific dates.
71. **Supplier Question:**  
**TIMELINE & DEADLINES**  
Is the timeline flexible based on contractor recommendations?  
**UCF Answer:** Difficult to answer – timeline for what?
72. **Supplier Question:**  
**TIMELINE & DEADLINES**  
How soon after award is the contractor expected to begin work?  
**UCF Answer:** Please reference section **2.21 Term of Contract** which can be found on page 18 of the ITN document.
- 2.21 Term of Contract**  
The contract resulting from this ITN, if any, shall commence on **March 12, 2026**, or such other date as the University directs and the Contractor shall agree...
73. **Supplier Question:**  
**TIMELINE & DEADLINES**  
What turnaround time is expected for revisions, approvals, or feedback?  
**UCF Answer:** 48 hours unless substantial revisions are needed.
74. **Supplier Question:**  
**BUDGET & PRICING**  
Is there an estimated or maximum budget for this contract?  
**UCF Answer:** Not to exceed \$28,000.00 with 3% increases in additional years.
75. **Supplier Question:**  
**BUDGET & PRICING**  
How are price proposals evaluated—lowest cost, best value, or technical merit?  
**UCF Answer:** Please reference section **2.8 Evaluation Criteria and Selection Process** which can be found on pages 10-12 of the ITN document including **Table A – Evaluation of Responses**.

76. **Supplier Question:**  
**BUDGET & PRICING**  
Are there specific billing or pricing formats required?  
**UCF Answer:** See #77.
77. **Supplier Question:**  
**BUDGET & PRICING**  
Will hourly, fixed-rate, or performance-based pricing be preferred?  
**UCF Answer:** Please reference section **3.2.D. Respondent/Offer Submittal Sections** which can be found on page 29 of the ITN document.
- D. OVERALL PRICING**
1. The proposal submitted in response to this ITN should enumerate a fixed fee.
  2. The proposal shall specify billing rates for the various personnel who will be involved in the activities that are being proposed.
  3. The proposal must list any other categories of ancillary expenses that may be billed.
- Note: The University will **not** reimburse travel, meals or lodging expenses.
78. **Supplier Question:**  
**BUDGET & PRICING**  
Are travel, materials, or administrative expenses billable?  
**UCF Answer:** Please reference section **3.2.D. Respondent/Offer Submittal Sections** which can be found on page 29 of the ITN document.
- D. OVERALL PRICING**
3. The proposal must list any other categories of ancillary expenses that may be billed.
- Note: The University will **not** reimburse travel, meals or lodging expenses.
79. **Supplier Question:**  
**BUDGET & PRICING**  
Are there penalties for late delivery or bonuses for early completion?  
**UCF Answer:** No, but consistent late deliveries will require re-evaluation of the continuation of the contract.
80. **Supplier Question:**  
**EVALUATION CRITERIA**  
How will proposals be evaluated and scored?  
**UCF Answer:** Please reference section **2.8 Evaluation Criteria and Selection Process** which can be found on pages 10-12 of the ITN document including **Table A – Evaluation of Responses**.

**81. Supplier Question:  
EVALUATION CRITERIA**

What qualifications, certifications, or past performance factors matter most?

**UCF Answer:** Please reference section **2.8 Evaluation Criteria and Selection Process** which can be found on pages 10-12 of the ITN document including **Table A – Evaluation of Responses**.

**82. Supplier Question:  
EVALUATION CRITERIA**

Are there mandatory requirements that would disqualify a bidder?

**UCF Answer:** Please reference **APPENDIX I - SUPPLEMENTAL OFFER SHEET - TERMS AND CONDITIONS** which can be found on pages 31-33 of the ITN document.

A Respondent's disagreement with any non-negotiable section of this ITN may be automatically rejected.

- a) Failure to submit complete and signed documents listed below to Bonfire may result in automatic rejection:
  - i. Acknowledgement Form – pages 1-2 of the ITN document
  - ii. Appendix I – pages 31-33 of the ITN document
  - iii. Appendix II – page 34 of the ITN document
  - iv. Addendum I – page 1 of this Q/A document
- b) Failure to submit Supplier's documents pertaining to the Evaluation Criteria to Bonfire may result in automatic rejection:
  - i. Supplier Proposal
  - ii. Experience and Qualifications of Proposer
  - iii. Project Staff Qualifications/Experience
  - iv. Supplier Price Schedule
- c) The Awardee must become a registered/approved supplier of UCF before any contract is executed in regards to this ITN. Information regarding becoming a UCF supplier, or updating your current supplier information, can be found on the kNEXT Travel/Expense/Procurement website: <https://knext.ucf.edu/travel-expenses-procurement/>.

**83. Supplier Question:  
EVALUATION CRITERIA**

Who are the key decision makers on the selection committee?

**UCF Answer:** UCF RESTORES Leadership.

84. **Supplier Question:**  
**COMMUNICATION & WORKFLOW**  
Who will be the main point of contact?  
**UCF Answer:** Please reference section 2.17 Definitions - Project Manager which can be found on page 14 of the ITN document.
- Project Manager** – After contract award, a liaison from the user department will oversee the Contractor's performance and report as needed to the contract administrator. The Project Manager is **Christina Alecse**.
85. **Supplier Question:**  
**COMMUNICATION & WORKFLOW**  
What is the expected communication frequency (weekly calls, monthly updates)?  
**UCF Answer:** At least once weekly email communication, with monthly meetings for general strategy.
86. **Supplier Question:**  
**COMMUNICATION & WORKFLOW**  
How will feedback or revisions be delivered?  
**UCF Answer:** Via phone call or email.
87. **Supplier Question:**  
**COMMUNICATION & WORKFLOW**  
Will project management tools be used (e.g., Asana, Teams, Slack)?  
**UCF Answer:** TEAMS.
88. **Supplier Question:**  
**ACCESS, RESOURCES & SUPPORT**  
Will the client provide access to necessary data, systems, or personnel?  
**UCF Answer:** Yes.
89. **Supplier Question:**  
**ACCESS, RESOURCES & SUPPORT**  
Are training or orientation sessions required before starting work?  
**UCF Answer:** Yes, orientation sessions will be necessary to understand the full scope of UCF RESTORES operations, goals for the next year and understanding of HIPAA/patient confidentiality issues.
90. **Supplier Question:**  
**ACCESS, RESOURCES & SUPPORT**  
Will we receive historical materials, reports, or templates?  
**UCF Answer:** Yes, as relevant to the scope of the project.

91. **Supplier Question:**  
**ACCESS, RESOURCES & SUPPORT**  
What support will be available during the project?  
**UCF Answer:** UCF RESTORES personnel support as well as available media.
92. **Supplier Question:**  
**LEGAL, CONTRACTUAL & COMPLIANCE**  
What contract type is being used (fixed-price, cost-reimbursable, Time & Materials)?  
**UCF Answer:** Please reference section **3.2.D. Respondent/Offer Submittal Sections** which can be found on page 29 of the ITN document.
- D. OVERALL PRICING**
1. The proposal submitted in response to this ITN should enumerate a fixed fee.
  2. The proposal shall specify billing rates for the various personnel who will be involved in the activities that are being proposed.
  3. The proposal must list any other categories of ancillary expenses that may be billed.
- Note: The University will **not** reimburse travel, meals or lodging expenses.
93. **Supplier Question:**  
**LEGAL, CONTRACTUAL & COMPLIANCE**  
Are there confidentiality or NDA requirements?  
**UCF Answer:** HIPAA guidelines will need to be followed.
94. **Supplier Question:**  
**LEGAL, CONTRACTUAL & COMPLIANCE**  
Who owns the final product, intellectual property, or media assets?  
**UCF Answer:** Please reference section **2.48 Work for Hire** which can be found on page 24 of the ITN document.

The University shall own all right, title and interest in the Materials.

95. **Supplier Question:**  
**LEGAL, CONTRACTUAL & COMPLIANCE**  
Is early termination possible, and under what conditions?  
**UCF Answer:** Please reference section **2.22 Cancellation/Termination of Contract** which can be found on page 18 of the ITN document.
- 2.22 Cancellation/Termination of Contract**  
UCF may terminate a contract resulting from this ITN without cause on thirty (30) days' advanced written notice to the Contractor. The parties to a resultant contract may terminate the contract at any time by mutually consenting in writing. Either party may terminate a resultant contract immediately for breach by the other that remains substantially uncured after thirty (30) days' advanced written notice to the breaching party, which notice describes the breach in detail sufficient to permit cure by the breaching party. The University shall be liable only for payment for services satisfactorily rendered/goods satisfactorily delivered and accepted from the date of commencement until the effective date of termination. The thirty (30) days' advanced written notice shall start on the date sent out by UCF, e.g., date of email sent, date stamp on letter mailed.
96. **Supplier Question:**  
**RISK MANAGEMENT**  
What risks or obstacles have affected this contract in the past?  
**UCF Answer:** None.
97. **Supplier Question:**  
**RISK MANAGEMENT**  
Are there external factors (vendors, regulations, third-party approvals) that could delay progress?  
**UCF Answer:** No, other than University guidelines regarding branding.
98. **Supplier Question:**  
**RISK MANAGEMENT**  
Are allowable schedule extensions or cost adjustments built into the contract?  
**UCF Answer:** No.
99. **Supplier Question:**  
**PAYMENT TERMS**  
What is the payment schedule (monthly, milestones, completion)?  
**UCF Answer:** Monthly.

**100. Supplier Question:**  
**PAYMENT TERMS**

What documentation is required to process invoices?

**UCF Answer:** Please reference section **4(d) Prices, Terms, and Payment – Invoicing and Payment** which can be found on page 2 of the ITN document.

**(d) INVOICING AND PAYMENT:** All Suppliers must have on file a properly executed W-9 form with their Federal Employer Identification Number prior to payment processing.

Suppliers shall submit properly certified original invoices to:

The University of Central Florida Board of Trustees  
c/o kNEXT (Knights Experience Team)  
Division of Financial Affairs  
3544 Perseus Loop #160975  
Orlando, Florida 32816  
[kNEXT@ucf.edu](mailto:kNEXT@ucf.edu)

Invoices for payment shall be submitted in sufficient detail for a proper pre-audit and post audit. Prices on the invoices shall be in accordance with the price stipulated in the contract at the time the order is placed. Invoices shall reference the applicable contract and/or purchase order numbers. Invoices for any travel expenses shall be submitted in accordance with the State of Florida travel rates at or below those specified in Section 112.061, Florida Statutes and applicable UCF policies.

Final payment shall not be made until after the contract is complete unless the University has agreed otherwise.

**101. Supplier Question:**  
**PAYMENT TERMS**

What is the typical payment turnaround time?

**UCF Answer:** Please reference section **2** of the **UCF PO Terms and Conditions** which can be found on page 1 of the **PO Terms and Conditions** document.

**PO Terms and Conditions**

[https://procurement.ucf.edu/wp-content/uploads/sites/3/2025/10/PO-Terms-Conditions\\_10.17.25.docx](https://procurement.ucf.edu/wp-content/uploads/sites/3/2025/10/PO-Terms-Conditions_10.17.25.docx)

**Payment Terms: Net 30**

2. The University has ten (10) working days after its actual receipt of ordered goods or services to inspect and approve/disapprove the goods and/or services. Upon completion of its receipt, inspection, and approval of ordered goods and/or services, the University has thirty (30) days from the start date detailed above to create a payment to the Supplier. The payment process will not begin until the University receives a properly completed invoice.

**102. Supplier Question:**  
**PAYMENT TERMS**

Will there be retainage (payment withheld until final approval)?

**UCF Answer:** Please reference section 2 of the **UCF PO Terms and Conditions** which can be found on page 1 of the **PO Terms and Conditions** document.

**PO Terms and Conditions**

[https://procurement.ucf.edu/wp-content/uploads/sites/3/2025/10/PO-Terms-Conditions\\_10.17.25.docx](https://procurement.ucf.edu/wp-content/uploads/sites/3/2025/10/PO-Terms-Conditions_10.17.25.docx)

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**103. Supplier Question:**  
**COMPETITION & PREVIOUS CONTRACTORS**

Is this a new contract or a renewal of an existing one?

**UCF Answer:** New contract although previous suppliers are able to bid.

**104. Supplier Question:**  
**COMPETITION & PREVIOUS CONTRACTORS**

If a renewal: Why is the previous contractor not being re-awarded?

**UCF Answer:** N/A.

**105. Supplier Question:**  
**COMPETITION & PREVIOUS CONTRACTORS**

How many vendors are expected to compete?

**UCF Answer:** We do not have any expectations regarding the number of respondents.

**106. Supplier Question:**  
**COMPETITION & PREVIOUS CONTRACTORS**

Are Veteran, small businesses, or minority-owned businesses given preference?

**UCF Answer:** No.

**107. Supplier Question:**  
**ADDITIONAL QUESTIONS**

What does a *successful* outcome look like for you?

**UCF Answer:** See #7.

108. **Supplier Question:**  
**ADDITIONAL QUESTIONS**  
What are the top 2–3 priorities for this project?  
**UCF Answer:** See #7.
109. **Supplier Question:**  
**ADDITIONAL QUESTIONS**  
What challenges have previous vendors faced that we should anticipate?  
**UCF Answer:** None known.
110. **Supplier Question:**  
**ADDITIONAL QUESTIONS**  
Is there anything you wish bidders would address more clearly in proposals?  
**UCF Answer:** Any experience working with academic research centers.
111. **Supplier Question:**  
**MISSION ALIGNMENT & TRAUMA-INFORMED STRATEGY**  
What types of stories are permissible to share publicly under your trauma-informed communication policies?  
**UCF Answer:** This has to be done on a case-by-case basis as some people will be happy to share their story and others will be reluctant but not want to offend us. Additionally, some stories might require University approval.
112. **Supplier Question:**  
**MISSION ALIGNMENT & TRAUMA-INFORMED STRATEGY**  
Are there populations (veterans, active duty, first responders, mass-violence survivors) that require additional messaging guidelines or review layers?  
**UCF Answer:** Yes there are nuances of language and pictures that must be observed. Despite what most people think, they do not like being called heroes. Also, pictures depicting a sad firefighter are not welcome. This will be an ongoing collaboration.
113. **Supplier Question:**  
**MISSION ALIGNMENT & TRAUMA-INFORMED STRATEGY**  
Do you have internal subject-matter reviewers for clinical accuracy before publication?  
**UCF Answer:** Yes.
114. **Supplier Question:**  
**115. MISSION ALIGNMENT & TRAUMA-INFORMED STRATEGY**  
How does UCF RESTORES currently measure impact from public awareness campaigns beyond social metrics?  
**UCF Answer:** Increase in requests for our services, increased requests from national media for stories.

- 116. Supplier Question:**  
**PROGRAM GROWTH & NATIONAL VISIBILITY**  
What national visibility goals does UCF RESTORES want to achieve over the next 12–24 months?  
**UCF Answer:** We would like to become a nationally recognized thought leader in the area of trauma and its aftermath
- 117. Supplier Question:**  
**PROGRAM GROWTH & NATIONAL VISIBILITY**  
Which audiences need priority growth: clinicians, donors, first responders, military, public agencies, or policymakers?  
**UCF Answer:** Donors and policy makers.
- 118. Supplier Question:**  
**PROGRAM GROWTH & NATIONAL VISIBILITY**  
Are there geographic expansion priorities we should focus content around?  
**UCF Answer:** We want to expand across the United States.
- 119. Supplier Question:**  
**PROGRAM GROWTH & NATIONAL VISIBILITY**  
Do you have partnerships with first responder agencies or military bases we should amplify?  
**UCF Answer:** We have partnerships but none that specifically need to be amplified at the moment.
- 120. Supplier Question:**  
**CONTENT APPROVAL WORKFLOW**  
Who will own final approval on clinical content?  
**UCF Answer:** Dr. Deborah Beidel, the Executive Director.
- 121. Supplier Question:**  
**CONTENT APPROVAL WORKFLOW**  
What is your typical turnaround time for reviewing materials?  
**UCF Answer:** 24-48 hours for suggested social media posts, one week for more extensive articles.
- 122. Supplier Question:**  
**CONTENT APPROVAL WORKFLOW**  
Do you prefer weekly content batches or monthly calendars?  
**UCF Answer:** Monthly, with a few additional posts added as needed.

- 123. Supplier Question:**  
**CONTENT APPROVAL WORKFLOW**  
Do you currently have internal design/video standards we must align with?  
**UCF Answer:** The UCF Brand & Styleguide can be found here:  
<https://www.ucf.edu/brand/>
- 124. Supplier Question:**  
**TECHNOLOGY, SYSTEMS & DATA HANDLING**  
What platforms does UCF RESTORES use for storing media, records, or internal documentation?  
**UCF Answer:** UCF provided platforms, OneDrive, Teams Share folders.
- 125. Supplier Question:**  
**TECHNOLOGY, SYSTEMS & DATA HANDLING**  
Do you have existing cybersecurity protocols for shared assets?  
**UCF Answer:** None other than the University protocols.
- 126. Supplier Question:**  
**TECHNOLOGY, SYSTEMS & DATA HANDLING**  
What HIPAA/HITECH considerations should we build into video workflows (e.g., patient stories)?  
**UCF Answer:** Patient stories through consent will be provided by us, so HIPAA will not be violated.
- 127. Supplier Question:**  
**TECHNOLOGY, SYSTEMS & DATA HANDLING**  
Are VR therapy assets shareable for promotional content, or restricted to internal use?  
**UCF Answer:** Shareable as they are UCF created products.
- 128. Supplier Question:**  
**VIDEO PRIORITIES & STORY THEMES**  
What story arcs do you want to highlight most this year — clinical breakthroughs, VR therapy, peer support, training programs, alumni success, donor outcomes?  
**UCF Answer:** VR therapy and associated breakthroughs, newly emerging services for families, training programs for clinicians, new prevention services.
- 129. Supplier Question:**  
**VIDEO PRIORITIES & STORY THEMES**  
Can we film inside clinical or research environments, and what restrictions apply?  
**UCF Answer:** All filming will be set up and coordinated by us, so no PHI is shared.
- 130. Supplier Question:**  
**VIDEO PRIORITIES & STORY THEMES**  
Which program directors, clinicians, or researchers should be featured?  
**UCF Answer:** They should all be featured.

131. **Supplier Question:**  
**REPORTING & KPI EXPECTATIONS**  
What metrics does leadership consider most meaningful?  
**UCF Answer:** Increased requests for our services or training programs that specifically reference that they found us on “social media.”
132. **Supplier Question:**  
**REPORTING & KPI EXPECTATIONS**  
Do you need reports formatted for grants, legislative review, or philanthropic communication?  
**UCF Answer:** Annual reporting.
133. **Supplier Question:**  
**REPORTING & KPI EXPECTATIONS**  
Are there stakeholder groups that require separate reporting dashboards?  
**UCF Answer:** No.
134. **Supplier Question:**  
**BRAND & REPUTATION RISK MANAGEMENT**  
What sensitivity thresholds should we consider when creating trauma-related content?  
**UCF Answer:** Extreme sensitivity – we do not use materials that are in any way sensationalistic. Nothing goes out until vetted by the Executive Director.
135. **Supplier Question:**  
**BRAND & REPUTATION RISK MANAGEMENT**  
What crisis communication protocols exist for online misinformation, politically sensitive topics, or community incidents?  
**UCF Answer:** The director will have ultimate oversight so incidents should not get past her.
136. **Supplier Question:**  
**BRAND & REPUTATION RISK MANAGEMENT**  
Should all comments on posts be moderated, limited, or disabled based on topic?  
**UCF Answer:** We try to watch comments, but we do not limit basic comments.
137. **Supplier Question:**  
**TRAINING PROGRAM PROMOTION**  
Which training programs (REACT, cultural competency, trauma management therapy) need the most visibility?  
**UCF Answer:** We try to highlight equally.
138. **Supplier Question:**  
**TRAINING PROGRAM PROMOTION**  
Do you have enrollment targets for clinician training or agency partnerships?  
**UCF Answer:** Not at the moment.

- 139. Supplier Question:**  
**TRAINING PROGRAM PROMOTION**  
Do you require separate messaging frameworks for clinicians vs. first responders?  
**UCF Answer:** Yes.
- 140. Supplier Question:**  
**PHILANTHROPIC & DONOR RELATIONS**  
How can social media support donor cultivation, stewardship, or event amplification?  
**UCF Answer:** Through posts promoting how donations allow for increased access by the groups that we serve. Gifts from donors highlight how we used the money. See our recent posts about our new Resiliency Command Center.
- 141. Supplier Question:**  
**PHILANTHROPIC & DONOR RELATIONS**  
Are there corporate sponsors or philanthropic partners we should highlight?  
**UCF Answer:** Not specifically. We can thank sponsors after donating.
- 142. Supplier Question:**  
**COMPLIANCE & PUBLIC RECORDS**  
Do you need a dedicated archive of all published content for public-records requests?  
**UCF Answer:** No.
- 143. Supplier Question:**  
**COMPLIANCE & PUBLIC RECORDS**  
Should legal or compliance review fundraising-related content?  
**UCF Answer:** Yes.
- 144. Supplier Question:**  
**KEY STRATEGIC QUESTION**  
What does success look like for UCF RESTORES at the 6-month and 12-month milestones?  
**UCF Answer:** See #7.

**145. Supplier Question:**

How does my company become a registered supplier for UCF?

**UCF Answer:** Prospective suppliers must begin the supplier registration process no later than January 8, 2026: [https://wd1.myworkdaysite.com/supplier/ucf/supplier\\_registration](https://wd1.myworkdaysite.com/supplier/ucf/supplier_registration)

For domestic suppliers: <https://www.irs.gov/pub/irs-pdf/fw9.pdf>

For foreign suppliers: <https://www.irs.gov/pub/irs-pdf/fw8bene.pdf>

The State of Florida requires that each prospective supplier complete the following attestations:

- [Florida Statute 288.860 Attestation](https://knext.ucf.edu/wp-content/uploads/sites/24/2024/08/Florida-Statute-288.860-Attestation.pdf)  
<https://knext.ucf.edu/wp-content/uploads/sites/24/2024/08/Florida-Statute-288.860-Attestation.pdf>
- [Human Trafficking Attestation](https://knext.ucf.edu/wp-content/uploads/sites/24/2024/08/Human-Trafficking-Attestation.pdf)  
<https://knext.ucf.edu/wp-content/uploads/sites/24/2024/08/Human-Trafficking-Attestation.pdf>

**146. Supplier Question:**

**SCOPE OF SERVICES**

What types of content does UCF RESTORES expect (e.g., branded videos, animations, graphics, reels, testimonials, storytelling campaigns)?

**UCF Answer:** All of the above.

**147. Supplier Question:**

**SCOPE OF SERVICES**

Is there an expected content volume per month (e.g., approximate number of posts, videos, or campaigns)?

**UCF Answer:** 2-3 posts per week on all three platforms.

**148. Supplier Question:**

**SCOPE OF SERVICES**

Which social media platforms are considered priority for this contract?

**UCF Answer:** Facebook, LinkedIn, Instagram.

**149. Supplier Question:**

**SCOPE OF SERVICES**

Does UCF RESTORES have existing brand messaging guidelines, tone standards, or visual identity requirements that the awarded vendor will be expected to follow?

**UCF Answer:** The UCF Brand & Styleguide can be found here: <https://www.ucf.edu/brand/>

**150. Supplier Question:**

**SCOPE OF SERVICES**

Does UCF require vendors to use any specific analytics or social media management tools, or is the choice of tools left to the vendor as long as appropriate reporting is provided?

**UCF Answer:** Choice is left to vendor as long as reporting is provided.

**151. Supplier Question:**  
**SCOPE OF SERVICES**

What is the expected turnaround time for UCF to review and approve social media and marketing deliverables once submitted for approval?

**UCF Answer:** 24-48 hours for simple posts, one week for those that have more content.

**152. Supplier Question:**  
**INSTRUCTIONS TO RESPONDENTS AND APPENDIX III – BONFIRE SUBMISSION INSTRUCTIONS**

For work samples, does UCF prefer these to be submitted as attached files, links/URLs, or embedded within the main proposal document?

**UCF Answer:** Any format.

**153. Supplier Question:**  
**INSTRUCTIONS TO RESPONDENTS AND APPENDIX III – BONFIRE SUBMISSION INSTRUCTIONS**

Are there any page limits or other length restrictions for the technical proposal that respondents should be aware of?

**UCF Answer:** Not aware of any limitations.

**154. Supplier Question:**

Can you confirm whether UCF RESTORES currently manages its social media in-house or through an external agency?

**UCF Answer:** Both.

**155. Supplier Question:**

Are there preferred social media platforms (e.g., Facebook, Instagram, LinkedIn, TikTok) that should be prioritized?

**UCF Answer:** Facebook, LinkedIn, Instagram.

**156. Supplier Question:**

Will UCF provide existing brand guidelines, or should the selected agency propose a refreshed branding approach?

**UCF Answer:** The UCF Brand & Styleguide can be found here: <https://www.ucf.edu/brand/>

**157. Supplier Question:**

For video production, does UCF expect on-site filming in Orlando, or will remote production be acceptable?

**UCF Answer:** Depends on the content but some on-site might be necessary.

**158. Supplier Question:**

How many campaigns per year does UCF anticipate, and are there seasonal priorities (e.g., Veterans Day, Mental Health Awareness Month)?

**UCF Answer:** We want content 2-3 times per week on all three platforms. Also, a quarterly newsletter that would summarize social media posts. Some seasonal dates should be included in the weekly/monthly posts.

**159. Supplier Question:**

What metrics or KPIs will be most important for evaluating success (e.g., follower growth, engagement rates, national media mentions)?

**UCF Answer:** See #7.

**160. Supplier Question:**

Is there a budget range or ceiling that vendors should be aware of when structuring pricing?

**UCF Answer:** The annual budget for social media is \$28,000.00 for the first year with a 3% increase each year.

**161. Supplier Question:**

Will UCF require the agency to manage paid advertising (social media ads), or is the scope limited to organic content?

**UCF Answer:** Organic.