

## Answers to Potential Bidder Questions on the Classified Advertising RFP

1. Can companies from outside the USA apply:
  - A. We will give priority to local and in-state responses. Our Health Care System is located within the New York Metro Area and familiarity with the Economic and Geographic area may help with an advertiser's suggestions for placement.
2. Will in person meetings be required at NHCC?
  - A. While not necessarily required, these have been done on occasion with prior advertising agencies.
3. Can the Work related to the RFP be performed outside of the USA?
  - A. Please see the response to number 1.
4. Can proposals be submitted via e-mail?
  - A. Proposals must be submitted as outlined in the RFP.
5. Who currently handles HR Advertising services, is it done in-house or with Agency Assistance?
  - A. Most of the basic content is decided by in-house HR managers with the Recruiter having the most input. Then an outside Agency is used to set it up for media.
6. What was NuHealth System's approximate expenditure 2016 & 2017?
  - A. Our recent annual budget has been \$85,000.
7. What are the approximate percentages of the NuHealth's advertising in print, digital, radio, OOH, and other channels?
  - A. Our budget mostly allows for online advertising through common channels such as Indeed, CareerBuilder and direct to specific health care online media.
8. What types of positions are targeted?
  - A. All levels may be sought at any given time from Environmental Care and Nurse Aides all the way up to specialized Physicians.
9. Is recruitment US and internationally based or just US?
  - A. We do not discriminate in hiring, however the recruitment efforts are usually sourced through US based media. NHCC/NuHealth does not pay relocation and as a government agency hires through a Civil Service Commission which requires a number of titles to be filled by Nassau County, NY residents first.
10. There are a series of questions related to metrics, goals, formats and types of creative media. I will address here:
  - A. We usually use a similar format that is then tailored to specific positions. So there is a basic format but variations. We do not have specific goals other than recruitment time related to a qualified candidate being found. Our level of recruitment is not large enough to develop a set of metrics for recruitment activity. Recruitment is prioritized by current need.
  - B. We have a basic brand guideline that we currently use related to logo and photos that we would keep.
11. Section D 2 requires a list of projects in the past 18 months, how detailed does this need to be
  - A. A reasonable amount related to similar advertising should be sufficient. We do not need to see hundreds of items but enough to see how you lay out paper and electronic media classified ads.
12. When do you expect the engagement to begin?
  - A. Our goal is during the first quarter of 2018.