



**Lexington County School
District One
AMENDMENT OF SOLICITATION**

**REQUEST FOR PROPOSALS (RFP)
PT2025.6 COMMUNICATIONS AUDIT**

Solicitation Number:
Date Issued:
Procurement Officer:

**PT2025.6
07/22/2025
Elizabeth Marsh,
CPPB,NIGP-CPP**

Phone:
Email:

**803-821-1176
emarsh@lexington1.net**

AMENDMENT/MODIFICATION NO: **Two**

1. ISSUED BY: **Lexington County School District One
100 Tarrar Springs Road, Procurement Office
Lexington, South Carolina 29072
Attn: Elizabeth Marsh, Director of Procurement**

2. CONTRACTOR'S NAME AND ADDRESS:

3. AMENDMENT OF SOLICITATION NO.:
PT2025.6

4. THIS BLOCK APPLIES ONLY TO AMENDMENTS OF SOLICITATIONS:

THE ABOVE NUMBERED SOLICITATION IS AMENDED AS SET FORTH IN BLOCK 5.

5. DESCRIPTION OF AMENDMENT:
**SUBMIT OFFER BY date extended, August 14, 2025, 3PM ET
QUESTIONS ANSWERED.**

6. CONTRACTOR/OFFEROR IS TO SIGN THIS DOCUMENT AND SUBMIT WITH THEIR RESPONSE TO THE SOLICITATION. FAILURE TO RETURN WITH BID MAY RESULT IN REJECTION OF YOUR OFFER.

7. CONTRACTOR'S SIGNATURE

8. CONTRACTOR'S NAME AND ADDRESS:

BY : _____

(SIGNATURE OF AUTHORIZED REPRESENTATIVE)

9. DATE SIGNED : _____

10. LEXINGTON SCHOOL DISTRICT ONE

11. NAME AND TITLE OF AUTHORIZED REPRESENTATIVE

BY: *Elizabeth Marsh*

(SIGNATURE OF AUTHORIZED REPRESENTATIVE)

**Elizabeth Marsh, CPPB, NIGP-CPP
Director of Procurement**

12. DATE SIGNED: 07/22/2025

AMENDMENT

THE SOLICITATION IS AMENDED AS PROVIDED HEREIN. ANY RESTATEMENT OF PART OR ALL OF AN EXISTING PROVISION OF THE SOLICITATION DOES NOT MODIFY THE ORIGINAL PROVISION EXCEPT AS FOLLOWS: UNDERLINED RED TEXT IS ADDED TO THE ORIGINAL PROVISION. STRICKEN TEXT IS DELETED.

SUBMIT OFFER BY(Opening Date / Time): ~~August 4, 2025 3:00PM ET~~ August 14, 2025 3:00PM ET
(See "Deadline For Submission Of Offer" provision)

Question 1: Does the District expect the Contractor to administer stakeholder surveys or simply provide the questions?

District Answer: The Contractor will need to create the surveys and the district will use the district's mass communications system, website and social media for distributing the survey to employees, parents, community members, etc.

Question 2: Will the District coordinate the logistics for interviews with stakeholders if proposed or will this be the responsibility of the Contractor?

District Answer: The district will assist the Contractor with coordinating the logistics by recruiting participants for the focus groups and providing locations for the meetings.

Question 3: How are you currently measuring the effectiveness of your communications and will related data be shared with the selected Contractor?

District Answer: There are no current quantitative methods for measuring effectiveness except for reviewing contactability and message delivery reports in ParentSquare and limited website analytics. What we do have can be shared with the contractor.

Question 4: Do you expect in-person meetings with the selected Contractor beyond 1) initial kickoff, 2) interviews/focus groups if proposed, 3) presentation of results?

District Answer: Those are the only in-person meetings anticipated.

Question 5: What are the biggest pain points or challenges you're currently experiencing with your communications plan?

District Answer: Small staff, small budget and no established methods for measuring effectiveness

Question 6: Are there specific metrics or KPIs that you monitor regularly to evaluate communications success or engagement?

District Answer: There are no current quantitative methods for measuring effectiveness except for reviewing contactability and message delivery reports in ParentSquare and limited website analytics. What we do have can be shared with the contractor.

Question 7: Are there any minimum or maximum page requirements for the final audit report deliverable?

District Answer: No

END AMENDMENT