



University of Maryland University College

Office of Procurement

To: All Prospective Bidders

From: Sharon G. Barry, Director, Goods and Non-technology Services

Re: Addendum Number One to UMUC RFP 91422 - Marketing Research Services

As a result of questions received, the following amends the above-referenced solicitation documents. Receipt of this addendum is to be acknowledged in accordance with Section III., Article 1., Paragraph 2.9, by completing the "Acknowledgement of Receipt of Addenda Form" and including it within the firm's Technical Proposal submission.

1) Would our inability to provide information for any of the six characteristics that you consider minimum requirements disqualify us from consideration?

Not necessarily. However, a proposal that presents the vendor's ability to provide information for any or all of the criteria in a manner that is consistent with expectations of UMUC will be considered more favorably than a proposal that does not respond to the minimum criteria.

2) Do you already have "areas" related to your programs/studies defined by industry?

If "area" is defined as "geographic area", UMUC's response is that it would like for the vendor to research the 25 top DMAs by population. If "area" is defined as "program area", then it refers to all programs offered on UMUC's website.

3) How do you define the "competitive environment" (e.g., brick and mortar four-year colleges/universities, junior colleges, etc.)?

Any geographic area that has an institution(s) that offers the same type programs UMUC offers, in a flexible format, is considered a competitive environment.

4) What type(s) of advertising are you considering for the sixth criterion listed in the Scope of Work ("Relative cost of generating interest via advertising")?

UMUC is considering online and offline advertising.

5) Is your focus on military communities or focusing on non-military, or both? Also, is your focus undergraduate, graduate, or both?

The focus is on all of the above.