

June 28, 2016

To: All Prospective Bidders

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

Re: Addendum Number Two 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

Questions:

1. Do you have a budget we need to stick to?

Although we do not have unlimited funds, we are more interested to know from our vendors what they believe it would cost to do this accurately.

2. Can you provide any kind of profile of your "typical" online student that might help us target potential DMAs? This could mean basic demographic info, but also employment info, etc. Anything that might help us construct a profile of a high-potential DMA.

Typically, our students are between 24-50 years of age and are seeking a bachelors or master's degree. The majority of our students juggles work and family duties and is looking for flexible paths to earn their degree. We also service many students who are either active duty military or veterans. Our students are either looking to move up in their field with a degree or making a career change.

3. Can you define "behavioral comfort" as used in behavior comfort with online education?

The term refers to those who would consider online education.

4. What is the difference between the technical proposal versus the price proposal...is it literally just an initial proposal without pricing vs. a final proposal with pricing?

No pricing information should be contained in the Technical Proposal. The Technical Proposal Requirements are outlined in detail in Section III, Article 1, of the solicitation. The Technical Proposal is due by 2:00 p.m. EDT, July 7, 2016.

5. Is the Price Proposal due on August 8, 2016? Or is it to be sent, separately from the Technical Proposal, but due on July 7, 2016?

Only shortlisted firms will need to submit a Price Proposal. Firms will be notified accordingly. The Price Proposal Requirements are outlined in Section III, Article 3 of the solicitation. If your firm is shortlisted, you will be notified. Price Proposals are due by 2:00 p.m. EDT, August 8, 2016.

6. How granular does UMUC need the geographies to be? (Zip codes, MSAs, Census regions, or other?)

DMA or MSA.

7. These geographies are US only and not worldwide correct?

US Only.

8. For item # 6: “relative cost of generating interest vis advertising”, can you clarify your expectation here, are you looking for a media plan by market or costs by media type to help prioritize markets?

UMUC is interested in the cost to advertise on TV in a DMA.

9. What is the total advertising/promotional budget for the effort to take UMUC’s offerings to new markets? (Range is fine)

UMUC’s budget will be determined based on the outcome of the research.

10. What is UMUC currently spending to advertise/promote its offerings in current markets? (Range is fine)

UMUC advertises only locally and we are building strategy to move nationally.

11. What is the current marketing mix and budget per activity or type of marketing, and how are those activities performing?

The current marketing mix and budget per activity is not relevant to this RFP. UMUC is looking to do things differently in markets where we are unknown.

12. What does UMUC mean by “...accompanied by weights and selection criteria...” in Section II? Specifically, do “weights” refer to coefficients from a statistical model or “importance weights” we, the contractor, ascribe to each DMA? Furthermore, does “selection criteria” refer to model selection decisions from a

statistical model or cutpoints or other decision rules we, the contractor, have applied to deciding where to determine which DMAs to promote as high value?

UMUC is interested in knowing how each factor is weighted in the approach, whether statistical coefficients or more general. The "selection criteria" refers to the contractor's applications in identifying high value DMAs.

13. Does UMUC have data on their student population of interest that they will share with the contractor for the purpose of training any models for targeting?

Yes, data will be shared after award of the contract.

14. Is UMUC primarily interested in US Citizens residing in the continental US as its population to target?

Yes. UMUC is interested in targeting populations that are stateside, only.

The following amends Section III, Article 3. Price Proposals:

*In addition to the fixed fee, the fully loaded hourly rates by staff position, and the detailed level of effort by task, the price proposal shall include **the cost to achieve appropriate Gross Rating Points (GRPs) to the relative cost of generating interest via advertising in the pricing.***