DATE: December 6, 2010

TO: All Proposers

FROM: Delores R. Pertee

RE: Graduate Program Marketing Campaign – RFP-BC-20702-P
ADDENDUM #1

The following amends the above referenced RFP documents. Receipt of this addendum must be acknowledged by completing the enclosed "Acknowledgement of Receipt of Addenda" Form and returning it along with your proposal.

The due date and time for the Technical and Price Proposals to be submitted to the University has been extended to, FRIDAY, DECEMBER 10, 2010 by 1:00 p.m. to the issuing office.

A. ORAL PRESENTATION REQUIREMENTS:

Please be prepared to discuss two case studies (at least one of which is in higher education) from your experience and describe the process that you encounter: the presenting problem, how you proposed to solve it, how you developed the strategy, what happened along the way, and what was the result. We would like to get a sense of how you think and work, so in this case, the process is as important as the result. We will want to allow for some time for questions, so please keep your presentation to a half hour.

B. QUESTIONS AND ANSWERS:

1. QUESTION: As stated in the RFP, various programs are presently marketed individually (decentralized). Is there agreement among the various marketing teams about the cluster marketing or will the branding firm be responsible for internal building consensus and promoting the benefits?

   ANSWER: There is agreement among the marketing teams about the clusters.

2. QUESTION: Is it the intention and desire to create a unified UMBC graduate brand or an umbrella brand with sub-brands for each cluster?

   ANSWER: We would like to build a unified UMBC graduate brand that reflects the broad graduate enterprise (which includes Ph.D., master’s, and research). In marketing not only the clusters but other areas of the enterprise, different aspects of the brand would be emphasized depending on the audience.
3. QUESTION: Does there exist any current market research (qualitative or quantitative) or studies of UMBC administration and faculty, and graduate alumni concerning the assessment of the UMBC graduate experience? If not, is UMBC expecting some research to inform this branding assignment?

ANSWER: There is some qualitative and quantitative research within the past 10 years that includes current and prospective graduate student perceptions of UMBC, and benefits of the specific programs articulated by faculty. We would expect research in the form of meeting with current faculty and students (as they are available) and in creative testing as time permits. Any additional knowledge or industry research that the consultant can bring to bear on either the overall brand or the clusters is welcome.

4. QUESTION: Are you interested in brand marketing recommendations to promote the clusters beyond the web site?

ANSWER: Recommendations would be welcome.

5. QUESTION: Please clarify your expectations for the deliverables for your definition of branding in Phase One, FY11. It would seem that you are looking for a comprehensive brand portfolio for the graduate school with particular emphasis on a brand promise.

ANSWER: We are looking for a comprehensive brand portfolio for UMBC’s graduate enterprise, which would include a brand promise, tagline, articulation of messages. We would also want supporting evidence/examples for those messages for the programs on the cluster landing pages (the examples could serve as part of the content for the pages). Deliverables also include concepts and sample executions developed in collaboration with UMBC Creative Services for FY11 advertising.

6. QUESTION: Please clarify what you mean “Develop Four Cluster Landing Pages”. Experience suggests the best practice method is for us to create design templates that the UMBC creative team can implement. Providing just the architecture and wireframes is the same work as the design and is ineffective.

ANSWER: UMBC’s Creative Services design studio has extensive experience working with the graduate programs and with the overall institutional web presence, and know our web environment. They have successfully worked in the past in creative teams with consultants: the consultants have collaborated with the designers to develop the concept and text and then the consultants plan the wire frame and architecture. Creative Services art-directs and executes the visual aspect of the site.
7. **QUESTION:** Please clarify what you mean by “look and feel” and “wireframe”? It would be our assumption that the look and feel would follow the branding and Concepting work created in Item 1 and that the wireframe would be the translation of this look from print to web, thus we are not sure of what the role of the UMBC creative team would be in this step.

**ANSWER:** The look and feel would follow the branding, and the wireframe would outline how the elements fall on the web site. The UMBC creative team would art-direct and execute the visual aspect of the branding.

8. **QUESTION:** Would these landing pages sit on the UMBC main site and thus would there need to be any consideration of the current content management system used by the University?

**ANSWER:** They would sit on the UMBC main site. UMBC does not have a CMS, so that is not a consideration.

9. **QUESTION:** Please clarify “make technology recommendations”. Are you asking for CMS recommendations?

**ANSWER:** We are interested in ideas for site maintenance/updating software as well as items to keep the site content fresh and facilitate communication with users. If there are CMS programs or programs that provide CMS-type utilities, we are open to such ideas (and others).

10. **QUESTION:** Approximately how many different people comprise the Campaign Marketing Team and the Senior Leadership Team?

**ANSWER:** There are 3 people on the Senior Leadership Team and 10 people on the Campaign Marketing Team. Please see Appendix F: Staff List for the titles and associated departments for members of these teams.

11. **QUESTION:** Is there an incumbent for this work? If so, are you happy with the work they have done? Is the incumbent participating in the RFP? If so, is the incumbent under consideration for renewal?

**ANSWER:** There is no incumbent for this work.

12. **QUESTION:** Please clarify what is meant by graphic expression? Is the University looking for creative concepts, logo development, some sort of graphic standards manual, or a combination of all three?

**ANSWER:** As stated above in Question #5, We are looking for a comprehensive brand portfolio for UMBC’s graduate enterprise, which would include a brand promise, tagline, articulation of messages. We would also want supporting evidence/examples for those messages for the programs on the cluster landing pages (the examples could serve as part of the content for the pages). Deliverables also include concepts and sample executions developed in collaboration with UMBC Creative Services for FY11 advertising.
13. QUESTION: Please clarify the desired quantity of sample executions and the media for which they will be produced (i.e. print ads, billboards, web banner ads, etc.)

   ANSWER: For estimating purposes, assume 3 sample executions each for print ads, billboards, and web banner ads.

14. QUESTION: Has a general budget been assigned for this work? If so, what is it?

   ANSWER: Yes, a budget has been established for this project, however, we can not disclose that information.

15. QUESTION: Page 1 indicates oral presentations on 12/21 but page 6 indicates 12/17. Which is accurate?

   ANSWER: The correct date for the Oral Presentations is Friday, December 17, 2010.

16. QUESTION: Section 1, Item 1.15 notes that award will be posted to the University’s electronic bid board, but there is no URL listed for this. Also, what is the approximate date of award?

   ANSWER: We anticipate making the award the week of December 20, 2010. The successful proposer will be contacted directly and the information will be posted on our electronic bid board sometime after the holiday. The URL address for our electronic bid board is:


17. QUESTION: Section 1, Item 1.21 notes EFT payments only. What is the payment schedule?

   ANSWER: The Electronic Funds Transfer payment method is mandatory for projects costing over $200,000, however, any company can sign up for it. EFT payments are made in 3 days; paper check 15 days. The payment schedule will vary depending on the project. The payment schedule for this project will be based on the deliverables schedule as follows:

   50% in Mid-February
   50% at the completion of the project

18. QUESTION: In Section 2, Item 1A, Appendices E and F are referenced for program details, however, the documents end at Appendix D.

   ANSWER: Appendices E and F are attached to this Addendum and posted to electronic bid board website (see address above in #16).
19. **QUESTION:** Section 2 – Item 3.A.1.i. notes “lead a process with staff...”
   - Does staff include faculty of the programs?
   - What types of supporting data/documentation will be available during the process, e.g., information on prior and existing marketing initiatives for the programs, examples of prior and existing print/electronic marketing materials for the programs, data for past several years on enrollment in programs, understanding of current recruitment/enrollment process for the programs, data on competitor/peer and aspirational programs.

   **ANSWER:** Faculty will be included in the process. The types of supporting materials listed will be provided. Program websites (URLS provided in RFP) provide additional information.

20. **QUESTION:** Section 2 – Item 3.A.1.v. – Can we assume that UMBC Creative Services resources have been allocated for this project during February and March and will be able to work within designated timeframe?

   **ANSWER:** Yes.

21. **QUESTION:** Section 2 – Item 3.A.1.v. - Please clarify the reference to deadlines of "Items A and B above" and "Items C and D above" as these do not correspond to numbering in the section above.

   **ANSWER:** It should read: "Items i and ii above (process, graphics) and items iii and iv above (recommendations, ads)"

22. **QUESTION:** Section 2 – Item 3.A.2.i
   - Is it correct to assume that UMBC will be responsible for all of the website design and development production, with collaborative planning and support services provided by the contractor?
   - Does UMBC anticipate needing extra support during development in terms of building the HTML templates, building out the site structure, integrating with a CMS, etc.?
   - Does UMBC currently have a content management system (CMS) in place, or has one been selected for the new site? If yes, what is the CMS to be used?

   **ANSWER:** The answers to the bullet points are yes, no and no, respectively.
23. QUESTION: Under 3.2.3 - Please clarify "Responses to Requirements in Section 2.3, Items A-D" as these letters do not appear to correspond with numbering.
   ANSWER: This should read Section 2, Item 3, “Requirements in Technical Proposal”.

24. QUESTION: What hourly rate has the university paid previously for similar services?
   ANSWER: The hourly rate will vary according to the services provided. This project is unique in its scope and does not necessarily match past project requirements.

25. QUESTION: If subcontractors are being used, how should we represent them in capabilities, agency revenue and throughout the response?
   ANSWER: They should be identified as subcontractors but as much information should be provided as is for the company members. We want to know the team we will be working with.

26. QUESTION: How much of this work requires the selling of individual programs versus selling the school in general?
   ANSWER: The project involves both. The overall branding creates awareness and name recognition, but ultimately, the primary driver for grad students is the program.

27. QUESTION: Are there any conflicts if the bidder is currently doing work with other higher education clients?
   ANSWER: The proposers should disclose to UMBC any projects of similar size and scope at other universities that are in progress during the same time frame. The University will review this information on a case-by-case basis.

28. QUESTION: How much of a factor does higher-ed experience play in the judging versus relevant experience with non-higher education clients?
   ANSWER: Higher education experience is an important factor for this project.

29. QUESTION: How are the technical points allocated?
   ANSWER: The RFP lists the requirements in the order of importance and these categories are evaluated as such. The actual technical evaluation process is for internal use only.
30. **QUESTION:** Can you provide the Appendices A and B (forms) in Word format for completion?

**ANSWER:** The Microsoft Word version of the Technical Proposal Forms only will be posted to the electronic Bid Board at http://www.umbe.edu/adminaffairs/procurement/vendor.shtml.

The Price Proposal Form, Form B, cannot be sent in Word format. The proposer should complete the .pdf form and return it by the due date and time.

**Enclosures:**

- Appendix E
- Appendix F
- Acknowledgement of Receipt of Addenda Form

**Cc:** Procurement File

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**END OF ADDENDUM #1 - DATED 12/6/10**

(This Addendum and enclosure were posted on the University’s eBid Board on 12/6/10)

(Originals were not mailed via U.S. Mail)
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Notes:
- Various programs and fields are listed with their respective departments, locations, and methods of delivery.
- The table structure is designed to provide clear information about various programs offered, including their departments, fields of study, locations, methods of delivery, and degree/certifications available.
ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA

The undersigned, hereby acknowledges the receipt of the following addenda:

Addendum No. 1 dated 12/6/10
Addendum No. _____ dated _______
Addendum No. _____ dated _______
Addendum No. _____ dated _______
Addendum No. _____ dated _______
Addendum No. _____ dated _______

As stated in this Addendum, this form must be completed and returned along with your Proposal.

______________________________________________
Signature

______________________________________________
Printed Name

______________________________________________
Title

______________________________________________
Date

END OF FORM