DATE: March 15, 2013
TO: All Prospective Proposers
FROM: Delores R. Pertee
RE: MARKET RESEARCH FOCUS GROUP- BC-20867-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 submitting it along with the Technical Proposal to the University.

The due date and time for the Technical and Price Proposals to be submitted to the University remains as FRIDAY, MARCH 22, 2013 by 2:00 p.m., to the issuing office.

A. CORRECTION


B. QUESTIONS AND ANSWERS:

1. QUESTION: Are you open to considering research methods other than in-person focus groups?
   ANSWER: Not at this point. Please see the response to Question 11 below.

2. QUESTION: On page 11 of the RFP (section 3.1.c) it states, “conduct focus groups (8-12 for each).” Can you clarify that statement? How many focus groups do you expect to be conducted? And, how many participants do you expect to participate in each group?
   ANSWER: We would think 8-12 groups per project but welcome your expert advice on the number, and would hope for 8-10 participants per group.

3 QUESTION: For the Recruitment project you identify DC, Baltimore Metro and Greater Philadelphia as geographic targets. What are the geographic targets for the Yield project?
   ANSWER: There are no geographic targets for the Yield project. However, since the vast majority (85%) of our students are from Maryland, and because of the issue of recruiting them to come to a facility, we expect most if not all the participants will be Maryland residents. Again, the facility can be located wherever is most convenient for the groups—you may want to schedule some in the DC Maryland suburbs and some in Baltimore.
4. QUESTION: Section 3.1 states that UMBC will provide a list to recruit for the Yield project. How many people are on this list? What information do you have on these individuals? Does the list include names, phone numbers, email addresses and which school they attend?

ANSWER: There are 194 people on the list. Of those, 98 enrolled at UMBC and 96 did not. The information available is what they provided on their college applications, which includes name, address, phone, email, etc. We are currently in the process of trying to obtain information about where the 96 non-enrolled ultimately went to college. We will likely have that information for you, but can’t say at the moment that it is a certainty.

5. QUESTION: Page 10 section 1.1 states that you are interested in high school juniors who “can pay full tuition.” For purposes of this study, how are you defining “full tuition?”

ANSWER: Students who are not in need of institutional aid to pay tuition and fees for a full-time undergraduate student. For AY 2012-2013 tuition and fees were $9764 (in-state) and $20,825 (out-of-state).

6. QUESTION: Do you want videotapes and/or transcripts of the focus groups? If so, where should we include this on the Price Proposal form?

ANSWER: Yes. The Price Proposal has been revised to include space to record this cost and is attached to this Addendum.

7. QUESTION: Do you wish to conduct focus groups in a facility where UMBC staff can observe the groups?

ANSWER: Yes.

8. QUESTION: Sample: for students that were admitted, but chose not to attend—will UMBC provide a list? Same for the enrolled students?

ANSWER: Yes for both.

9. QUESTION: Sample: What percentage of enrolled students come from the Baltimore and DC metro areas? What percent from outside these areas?

ANSWER: 80% are from the Baltimore/DC metro, 5% other Maryland, and 15% out of state or international.
10. QUESTION: Methodology: Without knowing, many of the students admitted but not enrolled may come from outside of the Baltimore and DC areas. If this is true, would UMBC be open to conducting these groups in an online format, therefore allowing students not in the Baltimore and DC metro areas to attend? This could also be true for students who have agreed to attend UMBC, but have not moved to campus yet. To get a true picture of the reasons for choosing UMBC, we would recommend obtaining a representation of all students who were admitted, but did not choose UMBC—regardless of location. If we limit the groups to just Baltimore and DC, we may be missing some rich insight.

ANSWER: Because the vast majority are from the Baltimore/DC metro area, we are comfortable with the methodology as described.

11. QUESTION: It says in the RFP for the student groups, UMBC does not want them to be on campus. With that being the case, we need to make certain the research is available to all students. Would that be true?

To be able to include respondents regardless where they live, we would recommend conducting the groups in an online format. Our online focus group service is interactive, allows for voice and text, can show images and communications, and uses web-cams so participants can more easily engage with one another. Some of the benefits of the online groups are:

• Not limited to a specific geography
• Opens the research up to more participants
• Your target participants “live” online, and this would be a very comfortable setting
• The text component helps to minimize “group think”; i.e. the moderator may ask a question and all respondents may first have to answer by text, or taking a poll before being exposed to other participants responses
• Saves on travel costs and facility costs
• Faster than traditional groups

ANSWER: We asked that the focus groups not be conducted on campus so as not to bias the students. As mentioned in Question 3, with the vast majority being Maryland residents, we are comfortable with in-person focus groups. Although online focus groups have benefits, we prefer in these two projects to use the in-person method.
12. **QUESTION:** UMBC may not have even thought of it, but would UMBC be open to online focus groups for both projects?

**ANSWER:** Please see the response provided in Question 11 above.

13. In order to find the most appropriate list of prospective high school juniors, we would like to use the Student Search Service through College Board.

a. **QUESTION:** Do you have an existing relationship with College Board? If not, would you be willing to sign up as a member?

**ANSWER:** UMBC is a member of the College Board.

b. **QUESTION:** Would you be willing to purchase a list of prospective high school juniors, formatted under the direction of my firm? Alternatively, assuming you are a current member, would you sponsor our firm as a consultant with a relationship with UMBC so that we can perform the search directly?

**ANSWER:** The former—we would be willing to purchase under the direction of the firm.

c. **QUESTION:** Would you be willing to pay directly for College Board's Student Search Service, or should my firm factor the cost into our proposal and be billed by UMBC (or College Board if we have consultant status)?

**ANSWER:** The cost does not need to be factored into the proposal if your firm will be using College Board. However, you do have the option to purchase other lists. If you choose this option, please include this cost on the Price Proposal.

14. **QUESTION:** Under Section 2, UMBC Requirements/Scope of Services, A. Overview (Page 9) mentions that UMBC has been tracking trends quantitatively with the biannual Admitted Student Questionnaire (ASQ) administered by the College Board. Will a summary of that quantitative study be made available in advance? Or shared with the selected contractor?

**ANSWER:** Yes. This information will be provided to the successful contractor.
15. QUESTION: Under Section 2, UMBC Requirements/Scope of Services, C. Scope of Work, 3. Both Projects, 3.1.b (Page 11) indicates that for the Recruitment project, participants will need to be recruited from a purchased list based on target demographics. Has UMBC already purchased a list, or will the contractor be responsible for this?

ANSWER: Please see the response in Question 13c above. If the College Board list is used, UMBC will be responsible for the cost.

16. QUESTION: Under Section 2, UMBC Requirements/Scope of Services, C. Scope of Work, 3. Both Projects, 3.1.b. (Page 11) indicates that for the Yield project, UMBC will provide a list of prospective participants. How many records are in this list and what type of contact information or other data does each record contain (e.g., email addresses, phone numbers, year applied, etc.)?

ANSWER: Please see the response to Question #4 above.

17. QUESTION: Under Section 2, UMBC Requirements/Scope of Services, C. Scope of Work, 4. Project Target Dates, 4.1 Conduct Focus Groups (Page 11) indicates the target for conducting the focus groups is May, 2013 (except May 22-23, 2013). Given that this timeframe may be challenging for targeted participants with year-end activities (e.g., exam schedules, high school assessments, SATs, responsibilities associated with graduation activities, return home from college, etc.) is there flexibility on the timing for conducting the focus groups?

ANSWER: Yes, as long as the overall project is completed by the end of June.

18. QUESTION: What date does the current Spring semester end?

ANSWER: The last day of classes at UMBC is May 14. Finals are May 16-21. Note that those students in the Yield Project who attend private colleges typically end the semester earlier and may be at home in May.

19. QUESTION: By what year are students required to declare a major?

ANSWER: Most declare by their junior year. About 50% start as undeclared.

20. QUESTION: How many names are on the recruitment list for the Yield project? Of those individuals, how many are from the Baltimore Metro region?

ANSWER: Please see the response provided in Question #4 above.
21. QUESTION: Regarding students who chose not to enroll at UMBC – must they be enrolled at another college? Would a student who chose to defer college enrollment be qualified to participate?

   ANSWER: They do not need to have enrolled elsewhere.

22. QUESTION: For the Recruitment project, are you open to including other audiences (e.g. parents) in separate focus groups? If so, where would we include the cost on the Price Proposal form?

   ANSWER: We are interested in parents but would want to be sure that adding them would not dilute the number of groups sufficient for a solid study. That said, you may incorporate the cost in the number of groups and other indicators on the Price Proposal, and also include them in your discussion under Statement of Approach on the Technical Proposal.

23. QUESTION: For the Recruitment project, does the ability to pay “full tuition” include receiving non-university student loans?

   ANSWER: Yes. The issue from our perspective is whether they require funding from UMBC.

24. QUESTION: Under Section 3, Proposals, Evaluations and Forms, A. Technical Proposal (Page 14), Can submitted proposal copies be bound, or do they need to allow for the removal of individual pages for distribution?

   ANSWER: Please provide five (5) bound copies, and one (1) loose copy for additional distribution, if needed.

25. QUESTION: Under Appendix A: Technical Forms (Page 30), the second page (page 2) of the Company Profile Form requests average annual sales from 2009, 2010, and 2011. Should this have been the past three current years, or is the university deliberately seeking sales prior to 2012?

   ANSWER: The Sales Volume for the past 3 years should be provided for the years 2010, 2011, and 2012.

26. QUESTION: Under Section 2, UMBC Requirements/Scope of Services, C. Scope of Work, 1. Project 1: Recruitment, 1.3 Target, c. Project 1 (recruitment) will take place in the Baltimore, DC and possibly Philadelphia area. Will Project 2 also take place in these areas?

   ANSWER: Yes.
27. QUESTION: Under Section 2, UMBC Requirements/Scope of Services, C. Scope of Work, 3. Both Projects, 3.1 Deliverables, 3.1.a references a “Survey Instrument” in the deliverables section. Is the survey instrument referring to a screener questionnaire to recruit participants, a questionnaire to be given to participants during each focus group, or a survey to be used at some later date based on the focus group results?

ANSWER: A recruitment screener and focus group moderator guide; not a survey for a later date.

28. QUESTION: Under Section 2, UMBC Requirements/Scope of Services, C. Scope of Work, 2. Project 2: Yield, we will run focus groups with students who currently attend UMBC majoring in the arts, humanities and social sciences (group 1) and students who were accepted to UMBC for arts, humanities and social sciences, but decided not to attend UMBC (group 2). Can you confirm that participants in group 2 should be students who are attending another university and are majoring in arts humanities and social sciences? This, as opposed to a student who was accepted to UMBC for arts, humanities and social sciences but did not attend college at all, or a student who went to a different college and majored in a field other than arts, humanities and social science.

ANSWER: Not necessarily. For the Yield project, the students we will provide demonstrated an interest in those areas when they applied to UMBC, but whether they followed through, either in attending another university or in those majors, is not an issue in this case.

29. QUESTION: Would UMBC consider conducting a telephone survey to gather perceptual data from non-matriculants instead of or in conjunction with the requested focus groups. We have methodological concerns about the extent to which asking students who were admitted in 2012 but who did not attend would be able to recall the variables affecting their decisions accurately and comprehensively enough to provide UMBC with valid and relevant data.

ANSWER: We could be open to a phone survey in conjunction with focus groups, but are most interested in the opportunity to explore more deeply the thinking behind their decisions. Therefore, a survey would need to go beyond collecting quantitative data.
30. QUESTION: Would UMBC be open to exploring predictive modeling as another potential approach to developing a better understanding of what differentiates those who enrolled versus those who did not enroll. Examining your database(s) could uncover variables associated with enrollment decisions that are not attitudinal in nature. For example, it might be the case that variables such as proximity to UMBC, college entrance examination scores, grade point average, etc. are associated significantly with enrollment decisions.

ANSWER: We have conducted predictive modeling and would not need that for the purposes of this RFP.

31. QUESTION: Would UMBC be interested in a competitor review that looks at the institutions with which UMBC competes (identified in focus groups) so that we could provide analysis of those institutions’ brand positioning, key program attributes, etc.

ANSWER: Yes.

32. QUESTION: What contract type does UMBC anticipate to award?

ANSWER: UMBC will issue our standard service contract. A sample is included as Appendix C in the RFP document.

33. QUESTION: Under Section 1: General Information, Paragraph 1.20 Terms of Contract (Page 7) “The term of the contract will be for the scope of work as defined in Section 2 of the solicitation documents and is anticipated to begin immediately upon contract award (anticipated to be April 19, 2013) and end on June 30, 2013. There is one (1) additional one-year renewal term available at the sole discretion of the University.” Are Offerors expected to submit a price proposal form for the additional year?

ANSWER: No. Should the contract be renewed for the additional term, UMBC would request a detailed break out of costs based on the services required at that time.

34. Appendix B: Price Proposal Form, mentions Facility rental, including food for participants and observers.

  a) QUESTION: How many observers should be estimated?
  ANSWER: 8 per group.

  b) QUESTION: Please provide more detail of food to be provided (snack, lunch, refreshment only, soft drinks/water).
  ANSWER: Assuming that the groups will be in the evening, plan on light dinner for estimating purposes.
35. Under Section 2, UMBC Requirements/Scope of Services, C. Scope of Work, 3. Both Projects, 3.1 Deliverables, 3.1.c)“Conduct focus groups (8-12 for each) at a location not on UMBC campus.”,

a) QUESTION: For estimating purposes, how many participants for each focus group?

ANSWER: 8-10 per group; see Question 2.

b) QUESTION: For clarification, does the 8-12 refer to the number of focus groups for each project or the number of participants? How many focus groups per project?

ANSWER: Please see the response provided in Question #2 above.

36. QUESTION: Please provide more detail on the recruitment list to be used.

ANSWER: Please see the responses provided in Questions #4, #13 and #15 above.

Enclosure: Revised Price Proposal
Acknowledgement of Receipt of Addenda Form

Cc: Procurement File

END OF ADDENDUM #1 DATED 03/15/13

This addendum was posted to UMBC’s eBid Board on 03/15/13

(Original with enclosure was not mailed)
RFP NO.: BC-20867-P

TECHNICAL AND PRICE PROPOSAL DUE DATE: FRIDAY, MARCH 22, 2013 AT 2:00 P.M.

RFP TITLE: MARKETING RESEARCH FOCUS GROUPS

NAME OF PROPOSER: ____________________________________________

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA

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

  Addendum No. ___ dated _____
  Addendum No. ___ dated _____
  Addendum No. ___ dated _____
  Addendum No. ___ dated _____
  Addendum No. ___ dated _____

As stated in this Addendum, this form is to be returned within your Technical Proposal.

________________________________________________________________________
Signature
________________________________________________________________________
Printed Name
________________________________________________________________________
Title
________________________________________________________________________
Date

END OF FORM
PROPOSAL NO.: RFP# BC-20867-P

PRICE PROPOSAL DUE DATE: Friday, March 22, 2013 by 2:00 p.m.

PROPOSAL FOR: MARKETING RESEARCH FOCUS GROUPS

PROPOSER: _________________________________________________________

Federal Identification Number/Social Security Number: __________________________

REVISED PRICE PROPOSAL
(Page 1 of 3)

Ms. Delores R. Pertee
Contract Administrator
Department of Procurement
University of Maryland Baltimore County (UMBC)
Administration Building, Room 301
1000 Hilltop Circle
Baltimore, MD 21250

Dear Ms. Pertee:

The undersigned hereby submits the Price Proposal as set forth in RFP# BC-20867-P dated March 5, 2013 and the following subsequent addenda:

Addendum 1 dated 03/15/13
Addendum dated
Addendum dated

We confirm that this Price Proposal is based on the Requirements per the RFP and any subsequent addenda as noted above.

Having received clarification on all matters upon which any doubt arose, the undersigned proposes to complete the work as described in this RFP and subsequent addenda as noted above. By signing and submitting this response, undersigned hereby agrees to all the terms and conditions of this RFP including any issued addenda. Proposers are cautioned to verify their final proposals prior to submission, as UMBC cannot be responsible for Proposer’s errors or omissions. Any price proposal that has been accepted by UMBC may not be withdrawn by the vendor.
PROPOSER: ____________________________________________________________

PRICE PROPOSAL (Page 2 of 3)

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<tr>
<th>PROJECT #1: RECRUITMENT</th>
<th>Number of Groups</th>
<th>Unit Cost (if applicable)</th>
<th>Total Cost</th>
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<td>Facility rental, including food for participants and observers</td>
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**TOTAL FOR PROJECT #1:**

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<th>PROJECT #2: YIELD</th>
<th>Number of Groups</th>
<th>Unit Cost (if applicable)</th>
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**TOTAL FOR PROJECT #2:**

**TOTAL LUMP SUM COST FOR BOTH PROJECTS**

Written in Numbers: $__________________

Written in words: __________________________________________________________

RFP-BC-20867-P: Marketing Research Focus Groups
Price evaluation will be based on the total lump sum cost for the project. All costs should include overhead expenses including travel, lodging, food, transportation and all other costs needed to provide the services.

We understand that by submitting a proposal we are agreeing to all of the terms and conditions included in the RFP documents, and that the Bid/Proposal Affidavit submitted as part of the original technical proposal remains in effect. The evaluation and subsequent final ranking of proposals will be in accordance of the RFP documents. We understand that technical weighs greater than cost.

We further understand that this Price Proposal includes all costs associated with the provision of the Services per this RFP. We understand that the University reserves the right to award a contract(s) for all items, or any parts thereof, as set forth in detail under the information furnished in the RFP document.

We further confirm that the key personnel named within our Technical Proposal will be assigned to the UMBC Contract for the duration of this contract. We understand that no changes in this assignment will be allowed without written authorization from the University via contract amendment prior to such changes being made.

(Signatures should be placed on following page.)
The Proposer represents, and it is a condition precedent to acceptance of this proposal, that the Proposer has not been a party to any agreement to submit a fixed or uniform price. Sign where applicable below.

**A. INDIVIDUAL PRINCIPAL**

In Presence of Witness: ____________________

FIRM NAME ____________________________

ADDRESS ______________________________

TELEPHONE NO. ________________________

SIGNED ________________________________

Printed Name ___________________________

Title: _________________________________

**B. CO-PARTNERSHIP PRINCIPAL**

In Presence of Witness: ____________________

(Name of Co-Partnership)

ADDRESS ______________________________

TELEPHONE NO. ________________________

BY ________________________________

(Partner)

Printed Name: __________________________

BY ________________________________

(Partner)

Printed Name: __________________________

BY ________________________________

(Partner)

**C. CORPORATE PRINCIPAL**

Printed Name: __________________________

(Name of Corporation)

ADDRESS ______________________________

TELEPHONE NO. ________________________

Attest:

[Printed Name of Corporate (or Assistant Corporate) Secretary]

[Corporate (or Assistant Corporate) Secretary Signature for Identification]

BY:

Signature of Officer and Title

Printed Name

Title