



U N I V E R S I T Y O F
SOUTH CAROLINA

AMENDMENT NO.1 TO SOLICITATION

TO: ALL VENDORS

FROM: Michelle Robinson, CPPB, Procurement Manager

SUBJECT: SOLICITATION NUMBER: USC-BVB-2610-MR
Provide National and International Business and Higher Education Public Relations (PR)
Services for the USC Darla Moore School of Business

DATE: June 13, 2014

This Amendment No.1 modifies the Best Value Bid only in the manner and to the extent as stated herein.

**Vendor Questions and Answers
Opening Date Changed from June 19, 2014 to June 23, 2014; Time remains
the same**

BIDDER SHALL ACKNOWLEDGE RECEIPT OF AMENDMENT NO.1 IN THE SPACE PROVIDED BELOW AND RETURN IT WITH THEIR BID RESPONSE. FAILURE TO DO SO MAY SUBJECT BID TO REJECTION.

Authorized Signature

Name of Offeror

Date

The following Question was received from Vendor A

Question # 1

Section 8 – Page 24: What does “extended price” mean?

Answer

The extended price is the total price – example if your cost per hour is \$40, the extended amount would be \$1,440 (\$40 x 36)

Question #2

Page 1 – does “State of Incorporation” only apply if in US? If not, what do we need to put in that box?

Answer

If your company is a corporation, identify the state of incorporation; it doesn’t necessarily have to be in the US.

Question #3

Page 11 – regarding media on which to submit the electronic copy – it says we should submit it on a form of CD? We anticipated that we would be able to send the electronic copy via a link to DropBox – and also on a Hi Speed USB stick.

Answer

A USB drive will be acceptable.

The following Questions were received from Vendor B

Business School Reputation Questions

Question # 1 – Who would you consider the Moore School’s leading competitors, both nationally and internationally?

Answer:

Nationally – on a grad level:

- Clemson
- Cornell
- Darden
- Duke
- Emory
- George Washington University
- Georgia Tech
- Georgetown
- Hult
- Maryland
- NYU
- UNC Chapel Hill
- University of Florida
- University of Georgia
- University of Pittsburgh
- Thunderbird
- Wake Forest
- Wharton

Nationally – on an undergrad level:

- Arizona State
- Clemson
- Duke
- Emory
- Georgia Tech
- Florida State
- UNC Chapel Hill
- University of Florida
- University of Georgia
- University of Michigan

- University of Pittsburgh
- University of Tennessee
- University of Texas at Austin
- Wake Forest

Internationally on a grad level:

- IESE
- INSEAD
- HEC

Question #2 – What national and international business schools do you admire and why?

Answer

- Harvard, Wharton and Stanford – strength of brands, rankings, ability to deliver and be ranked for strong programs across multiple disciplines
- Darden and UNC Chapel Hill – strong southern schools and MBA programs that attract national and international students and partners.

Success Metrics Questions

Question #3 – When considering placement of faculty in business and mainstream media, as well as other elements of a PR campaign, what does success look like to you?

Answer

- Faculty positioned as thought leaders - presented in media via articles on Moore School initiatives and recent research, as industry experts with quotes on timely business topics, authors of op-eds on relevant key business and education topics. The Moore School viewed as a leading school with world-class faculty conducting world-class research.

Question #4 – In five years’ time, considering student enrollment, school ranking and other elements, what would constitute a homerun in terms of accomplishments?

Answer

- Move the Moore School into a top 20 ranking position with the key rankings, grow awareness and preference for the Moore School among high-caliber prospective students, build the number of business partners worldwide for our programs and centers, enhance our placement rate upon graduation base on expanded business partnerships.

Question #5 – Is US News & World Report or another ranking system, the prime measurement for business school assessment or do you consider a "basket" of diverse ranking sources?

Answer

- We consider a basket of diverse ranking sources. We are particularly interested in U.S. News & World Report as we are ranked the #1 International Business program at both the graduate and undergraduate level in their rankings. We look at a number of metrics including rankings, incoming class profiles, placement rate, brand image, etc.

Question #6 – Does the Moore School have any specific goals with regard to student and/or faculty recruitment over the next several years? Is there a recruitment plan currently in place? Is this plan targeted either regionally or nationally?

Answer

- Yes, there is a plan in place. The plan varies by program. Some programs recruit regionally – Professional MBA, MHR, MACC. Some

programs recruit nationally – MIB, MA Econ. Other programs recruit internationally – undergrad, International MBA, MBA.

Demographic Questions

Question # 7 – Of the regions named in the RFP, are there specific U.S. and/or international locations in which you would most like to focus your recruitment?

Answer

- Asia, Europe and Latin America

Question # 8 – From which undergraduate schools does the Moore School recruit most of its graduate students? Are there particular undergraduate schools at which you would like to increase awareness of the Moore School?

Answer

- Varies significantly by program. We have solid recruitment from southeastern U.S. schools. We wish to expand school and program awareness outside of the southeast.

Contract and Selection Process Questions

Question # 9 – We understand cost is a factor in considering responses. What is the budget range for this contract?

Answer

- We are not providing a budget range as part of the RFP process. We have asked for your proposal for what you would charge for your time to partner with us for the equivalent of three (3) days per month of your time for 12 months.

Question # 10 – Are we correct in assuming that the “3 days/month” stipulation applies not to a single person, but rather, to a team?

Answer

- Yes, it is your allocation of time to have the equivalent of 24 hours or three days per month working on our account.

Question # 11 – Is the Moore School currently, or have they ever, engaged with a public relations agency? If so, for what purpose was the agency engaged and did it meet your goals? Are there lessons we can learn from this interaction/relationship?

Answer

Yes

- We have used a couple different agencies over the years for local event PR and national/international PR for the school. We have had successful relationships on both levels. Currently, local PR is supported by the University of South Carolina Communications team.
- Success = solid strategy + outstanding execution + deep media relations with the right media partners