



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

AMENDMENT NO. 1 TO SOLICITATION

TO: ALL VENDORS

FROM: Charles Johnson, Procurement Manager

SUBJECT: SOLICITATION NUMBER: USC-RFP-1844-CJ
PROVIDE PROFESSIONAL EDUCATION CONSULTING SERVICES

DATE: November 11, 2010

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

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 NUMBER OF COPIES TO BE SUBMITTED BY OFFERORS HAS BEEN MODIFIED AND NOW READS AS FOLLOWS:

NUMBER OF COPIES TO BE SUBMITTED: **One (1) Original and Ten (10) Hardcopies marked "COPY" Plus (1) Electronic Copy (Original Hardcopy Shall Prevail)**

SUBSECTION B. OF SECTION III. SCOPE OF WORK / SPECIFICATIONS HAS BEEN MODIFIED AND NOW READS AS FOLLOWS:

B. Scope of Work

Contractor is to provide consultative services to the University of South Carolina in accordance with the requirements and provisions stated herein.

The University of South Carolina is seeking a **contractor** to:

- Assess and analyze current and existing market research regarding the university and to make recommendations and conduct research for any missing data that will help formulate a market position and reputation-building strategy;
- Assist in articulating the University's contemporary relevance, value and impact;
- Work closely with the Vice President for Communications and her team as well as with the senior leadership structure at the University in assessing strategic directions and goals for the University that will need to be advanced through the marketing plan;
- Develop an integrated approach to what is now a decentralized marketing structure and strategy – align institutional strategy;
- Write and promote buy-in for positioning statements, messages and audience translations of those positions;
- Devote time on campus to nurture support for a shared positioning and marketing approach;
- Develop benchmarks and metrics for advancing the plan and measuring success;
- Suggest approaches to advance the messaging and positioning with each of the defined audiences; and
- Develop a resource plan and suggested timeline for implementation of the final strategy.

Offeror's response should include a separate proposal on approach, costs and resources needed to assess staffing on USC Columbia campus and throughout system for marketing support. USC reserves the right to include this work in contract awarded from the solicitation,

but the University will not make that decision until it is prepared to award contract from the solicitation.

Creative execution of the plan is NOT part of the solicitation, however, the USC Creative **Services Department** will be seeking input and guidance from the contractor to ensure that the creative collateral matches the strategy suggested in the plan.

Offerors responding to the solicitation must have ten (10) or more years experience developing comprehensive marketing strategies for large organizations with more than five hundred (500) employees and a diverse constituent base. Offerors with experience working with clients in South Carolina, the Southeast United States, and with higher education and that can provide full services and do not plan to subcontract work required under the contract are preferred but it is not required.

THE SPECIAL QUALIFICATION PROVISION IN SECTION V. QUALIFICATIONS OF THE SOLICITATION HAS BEEN MODIFIED AND NOW READS AS FOLLOWS:

SPECIAL QUALIFICATION

1. Offeror should be **fully** qualified and competent with proper license, knowledge, experience, and personnel to perform required services stated in the solicitation.