



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

AMENDMENT NO. 2 TO SOLICITATION

TO: ALL VENDORS

FROM: Charles Johnson, Procurement Manager

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

DATE: November 19, 2010

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This Amendment **No.2** modifies the Request For Proposals only in the manner and to the extent as stated herein.

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BIDDER SHALL ACKNOWLEDGE RECEIPT OF AMENDMENT **NO. 2** 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 PROTEST – CPO – MMO ADDRESS CLAUSE IN SECTION II. INSTRUCTIONS TO OFFERORS – B. SPECIAL INSTRUCTIONS HAS BEEN MODIFIED AND NOW READS AS FOLLOWS:**

PROTEST - CPO - MMO ADDRESS (JUNE 2006)

Any protest must be addressed to the Chief Procurement Officer, Materials Management Office, and submitted in writing (a) by email to protest-mmo@mmo.state.sc.us, (b) by facsimile at 803-737-0639, or (c) by post or delivery to 1201 Main Street, Suite 600, Columbia, SC 29201. [02-2B122-1]

**THE FOLLOWING QUESTIONS REGARDING THE SOLICITATION WERE RECEIVED FROM VENDORS:**

**QUESTION:** How much time must the contractor devote to time on campus to support RFP?

**ANSWER:** USC cannot answer this question for the vendor as the vendor is expected to address this timeline in the Proposed Solution section of its proposal.

**QUESTION:** Is it a must that the offeror(s) have ten or more years experience in developing comprehensive marketing strategies for an organization with more than five hundred employees and a diverse constituent base? We have six years of experience in developing comprehensive marketing strategies; however, we have worked with various departments (within an larger organization) at least 250- 300 of its employees. Would this be a concern?

**ANSWER:** The University prefers offers from vendors who exhibit a breadth and depth of relevant experience. Offers from vendors who 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 are a good indication to the University of the depth of relevant experience in dealing with a complex institution and working through a multitude of audiences as well as stability of staffing and financial resources.

**QUESTION:** Is it a must that offerors only have experience working with clients in South Carolina or the Southeast United States (Born and raised New Orleans, LA)? I have experience with diverse constituent of the Southeast section of the United States.

**ANSWER:** The University prefers but does not require offerors to have experience working with clients in South Carolina and in the Southeast. However, offerors must exhibit a thorough understanding of the culture, political and societal climate, economic challenges and opportunities of the region in order to effectively and efficiently assist USC in preparing a marketing strategy.

**QUESTION:** We are planning on collaborating with another contractor to combine our services for this RFP. Would it be okay to submit the contractor under the lead contractor and provide supporting documents from the contractor?

**ANSWER:** The proposal would need to be signed and submitted by the lead vendor who would be considered the prime contractor if awarded contract from the solicitation. If the lead vendor is subcontracting with a secondary vendor to perform any portion of the work and that portion exceeds 10% (ten percent), the lead vendor would need to identify the secondary vendor and the portion of work which the secondary vendor is to perform if lead vendor is awarded contract from the solicitation. Please refer to the Signing Your Offer clause in Section II. Instructions to Offerors – A. General Instructions of the solicitation and the Subcontractor- Identification clause in Section V. Qualifications of the solicitation.

#### **Scope Clarification and Research Process Questions**

**QUESTION:** The RFP mentions numerous audiences of interest including prospective students and their families, alumni, donors and friends, faculty, staff and current students, state and federal legislators, South Carolina and select industry and economic sector leaders. If the University had to select 3 or 4 primary audiences, which would it select?

**ANSWER:** We view each audience as important at this time. Through the research process, we anticipate prioritizing the audiences, bur cannot do so at this time.

**QUESTION:** Do “prospective students” include undergraduate and graduate students?

**ANSWER:** Undergraduate primarily.

**QUESTION:** How many addressable, degreed alumni are there? Email addressable alumni?

**ANSWER:** Addressable – 190,324. Email Addressable – 83,552

**QUESTION:** Does the University collect email addresses of prospective students?

**ANSWER:** Yes, we do collect email addresses of prospective students.

**QUESTION:** What are the University's primary and secondary (targeted) markets for students (geography)?

**ANSWER:** To be discussed in the process – part of the reason for the contract.

**QUESTION:** In order to determine what research is necessary to supplement existing research to formulate a market position and reputation-building strategy, we need to know what research was conducted, with what audiences, the objectives of the research and key questions covered. Can that information be shared at this point? Does the University have a sense of what previously conducted research will be relevant to this initiative?

**ANSWER:** No, it is considered proprietary and will not be shared except with the award of the contract. The research is indeed relevant.

**QUESTION:** Roughly, how many units on campus are currently undertaking marketing independent of the University's efforts?

**ANSWER:** Unknown.

**QUESTION:** Roughly, how many campus communicators are there on campus? How much buy-in currently exists for this integrated marketing effort at this time?

**ANSWER:** Unknown.

**QUESTION:** How would the University describe its current image and reputation in South Carolina today? What would the University like to be known for?

**ANSWER:** This is exactly why we are hiring a firm.

#### **RFP Process Logistics**

**QUESTION:** Will you let us know how many total respondents are involved in this process?

**ANSWER: We have no idea of how many respondents there will be to the solicitation and won't know until after the bid opening for the solicitation occurs.**

**QUESTION: Are you currently working with an agency in this capacity or is this a new project?**

**ANSWER: New project.**

**QUESTION: Will the other objectives describe in the Scope "III. A." section be translated into RFPs in the near future? Are you looking for a partner that can transition from this work into addressing those objectives?**

**ANSWER: No.**

**QUESTION: Do you have a budget range in mind for this phase of work?**

**ANSWER: Offerors need to submit a budget.**

**QUESTION: Can you describe the current components of the University's "decentralized" marketing structure?**

**ANSWER: No.**