



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: SUBJECT: SOLICITATION NUMBER: USC-RFP-2353-MR
Undergraduate Admissions Student Search Fulfillment and Rapid Response Program for
the Aiken Campus.

DATE: January 3, 2013

This Amendment No.1 modifies the Request for Proposal only in the manner and to the extent as stated herein.

AWARD POSTING DATE CHANGED FROM JAN. 21, 2013 TO JAN. 22, 2013.

VENDOR QUESTIONS/ANSWERS

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

QUESTION 1 – Please provide a description of the expectation of Rapid Response in sending the letter to students who have responded. We understand the amount of time expected for an electronic message to be sent. As ***** is a USPS provider, is it expected for the letter to be sent in a desired amount of time for mailing? We can easily meet the time expectations but would like a specific time range for printing and mailing of the personalized letter and offer.

ANSWER: No, there is no specified time frame. We expect each **offeror to share** their time frame for sending such letters in their proposals.

QUESTION 2 – An expectation of a 9% response rate is expected by USC Aiken on the search. Please clarify how responses are defined for this project. Is the response rate based on all students measured for reviewing the search materials? We do need to know the expectation of what a response is defined as. All vendors submitting a proposal should be held under the same guidelines.

ANSWER: Our goal is to have 9% of the initial students contacted respond that they are interested in learning more about USC A.

Example: If the contractor contacts 55,000 students during the campaign; at the end of the contract period, at least 4,950 students must show a favorable response to attending USC A.