



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

AMENDMENT NO.1 TO SOLICITATION

TO: ALL VENDORS

FROM: Kevin Sanders, Procurement Manager

SUBJECT: SOLICITATION NUMBER: USC-RFP-3032-KS
Social Media Monitoring Service

DATE: October 10, 2016

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

Opening date is extended to October 26th, 2016 at 2:30pm

Award Posting Date is extended to November 8th, 2016

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

1. Do you have a specific format for providing Cost proposal?

Answer: There is no specific format required as long as the requirements provided in Section IV, Paragraph D, Cost Proposal are met.

2. Are you able to share budget for this project?

Answer: No, the University is expecting Offerors to bid costs based upon the requirements of the solicitation.

3. How many social channels are owned by the University, and which channels (which Social Properties do you have today ie. FaceBook, Twitter, etc.)

Answer: The University utilizes many social media channels but this RFP is not focused on what the University owns but which channels the vendor has access to. We cannot predict the Social Media channels being used and want to work with a vendor that has broad access across as many Social Media channels as possible.

4. How many people will you have logging into system Listen, and to respond to Social Posts?

Answer: For the initial six-month period, the vendor will be doing 24 x 7 support of the real time listening post at their site and with their personnel. During this period the University will not be accessing the production listening post and will be unlikely to respond to any Social Post directly. At the end of the initial six-month period, the University and the vendor will work together to determine the best course of action for the remaining six months of the initial term. Possible solutions are (1) to remain status quo, i.e continue 24 x 7 real time monitoring by the vendor, (2) have the University take over 24 x 7 real time monitoring locally with their personnel or (3) a hybrid of option 1 and 2, i.e. the University will take over first shift and the vendor will continue with second and third shift. Responding directly to Social Posts is generally not in scope for the initial six-month period but as we learn more we may find that as a useful tool down the road.

5. Can we get an extension for the Q&A period (in case legal has questions)? Also can we get an extension for providing final RFP submission?

Answer: Opening and award dates have been extended.

6. What date can we expect turnaround of our clarification questions?

Answer: All questions and answers to date are included in this amendment.

7. Section II B – Instructions to Offerors – Special Instructions; the RFP lists this as a required section to respond to; however, it appears that this section is informational. Is there anything additional not covered in other sections of the RFP that USC is expecting the vendor to respond to?

Answer: Even though Section II B – Instructions to Offerors – Special Instructions of the solicitation may appear to some readers to just be informational at first glance, it contains key instructions that offerors to the solicitation need to be made aware of (i.e. contents of offer (RFP), submission of questions, and electronic copies – required media). Therefore, offerors to the RFP should say “acknowledged, read, understood, and agree to adhere to Section II. Instructions To Offerors – B. Special Instructions of the solicitation.

8. Section III - Scope of Work/Specifications - same as Section II. B - is a required section without a clear sense of what it is asking from the vendor to respond to that isn't also covered by other sections. Is there anything additional not covered in other sections of the RFP that USC is expecting the vendor to respond to in this section?

Answer: Even though Section III - Scope of Work / Specifications of the solicitation may appear to some readers to just be informational at first glance, it often times contains important specifications regarding the application/project that the University is seeking to procure; minimum contractual requirements that the offeror to the solicitation must perform if awarded contract; mandatory completion date(s) for the different phases of the contract; as well as other key information regarding the scope of work and technical specifications of the application/project that the offeror must become familiar with in order to prepare the proposal it will submit in response to the solicitation. There are occasions where additional information that must be included in offeror's proposal is described. Therefore, offerors to the RFP should say “acknowledged, read, understood, and agree to adhere to Section III. Scope of Work / Specifications of the solicitation.

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9. Are we correct in understanding that form I-312 is provided for informational purposes only as part of the provided notice and that it is NOT to be included with vendor's response to the RFP?

Answer: No, the South Carolina Department of Revenue Form I-312 is not included in the solicitation for informational purposes only. Completing and signing the I-312 form and including it with the proposal is a requirement for all nonresident taxpayers (i.e. out-of-state vendors) who choose to respond to the solicitation. If applicable to your company, the I-312 form asks for your company to certify that it is currently registered with either The South Carolina Secretary of State or The South Carolina Department of Revenue (item 6 on the form). There is an Important Tax Notice – Nonresidents Only document also present in the solicitation to tell you about the I-312 form and to give you sources at The South Carolina Department of Revenue to contact for more information regarding the I-312 form.

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10. Timeframe for deployment: When would you like to have a solution in place?
a. In RFP stated “The University is interested in establishing this capability as quickly as possible.” (page 17 – Project Background)

Answer: The University anticipates operations beginning in the first quarter of 2017.

11. Is the University planning to roll this out for all Campuses initially?

Answer: The initial roll out will be exclusively for the Columbia campus.

12. Are you able to share other companies you solicited this RFP to?

Answer: The solicitation is open to any vendor that meets the qualifications requested. We **will not know who has responded until the time of opening.**

13. What is the desired format for responses? Is there a rating or weight scale for responses? How are they evaluating vendors for selection of proposed solution?

Answer: The format for the response can be found in section IV, 'Information for Offerors to Submit', paragraphs A,B,C, and D of the RFP. The award criteria can be found in section VI, 'Award Criteria'.

14. Out of the 17 colleges and schools, could you confirm number of campuses which will be in scope for Social Media Monitoring? We have identified 8 from your website: http://sc.edu/about/system/our_campuses/

Answer: The Columbia campus will be the only campus in scope at this time.

15. Does the University have an approved or desired System Integrator they prefer to work with for implementation of the proposed solution?

Answer: No, each vendor who received the solicitation is expected to be the primary integrator for their solution.

16. Under scope of project – the requirements are stated, however, are there more granular or detailed list of business requirements we should take into consideration with our responses?

Answer: There are not any more detailed requirements available.

17. Are you considering web self-service for students, or ability track social conversations through to response and resolution, such as ability to engage with student interaction as result of social conversations?

Answer: Not at this time.

18. In the Purpose it states that the contractor is expected to be on site for the first six months, while additionally training the university staff in the use of social media analytics solutions, best practices, and applications/interpretations of the data. To accomplish this, the contractor is expected to provide on-site business analysts for ongoing training, knowledge transfer, onboarding, off boarding, etc., assumed for the duration of the agreement. It seems to me that you are looking for a consulting service, and not simply a SaaS social media analytics software. Is that correct?

Answer: The University requires a solution that provides the 24 x 7 real time monitoring service, at the vendor facility, and the consulting / analyst support described in Section III – Purpose.

19. Currently the University has presence on Facebook, Twitter, Instagram and YouTube. Are there any other channels available for students to interact like university forums, internal community, university specific internal social channels etc.?

Answer: Students have access to many social channels. Those that are internally facing will be monitored by their administrators. This solicitation is focused on social channels external to the University.

20. Does the University currently have access to any licensed social media monitoring tools/platforms or a preference for a specific platform?

Answer: The intent of this solicitation is to build a centralized monitoring capability to be utilized throughout the University community. As the centralized model is new, it does not currently have licensing for any social monitoring tools. There may be individual departments that currently have limited licensing for their departmental use but our goal is to provide a centralized utility that provides broader capabilities with cost efficiency.

21. For the social media reporting, is the scope specifically university activities? Or do you have other entity activities you desire to monitor and report?

Answer: Social media reporting for this solicitation will be for University related activities only.

22. Are you looking for English only or do you require other language support (e.g. Spanish, Chinese)?

Answer: English is our primary requirement. However, language flexibility is desirable.

23. Could you clarify the requirement of support desired for Social Media Governance and Compliance Consulting?

Answer: The university is new to social media monitoring. As such, we believe it is important that it's use is properly governed and monitored. How it is used, when it is used, who can use it, what standards should be in place and many other similar

command and control issues need to be considered. The university is looking for a vendor to provide the benefit of their experiences to help set the proper direction from the beginning.

24. On Page 17/18 "Desirable Elements", are these mandatory requirements? Mandatory defined as if you cannot meet each individual requirement the offeror would be disqualified? Are they specifically scored as part of the scoring criteria?

Answer: Desirable Elements are not mandatory requirements.

25. On Page 18 - Item 2 under "Desirable Elements", would the University consider a modification to three similar customers in lieu of three higher education organizations? This market is relatively new in the education space. Our firm does not have three higher education, however we provide these services including to some social media companies.

Answer: The University would consider three similar customers in lieu of three higher education organizations provided they are of similar size, complexity and scope as the University.

26. On Page 18 - Item 3 under "Desirable Elements", is the University referring to the platform provider solution having five years of experience or the Offeror? Would the University consider reducing this to 3 years?

Answer: The University is expecting that the Offeror has five years' experience in the Social Media Monitoring marketplace.

27. Is the University willing to negotiate the terms of the agreement with the Offeror?

Answer: The University may enter into negotiation with the highest ranked offeror.