



Solicitation Information

November 16, 2015

Addendum #1

**RFP #7550015**

**TITLE: University of Rhode Island Perception Study**

**SUBMISSION DEADLINE: November 24, 2015 at 2:30 PM (ET)**

**PLEASE NOTE:**

**SUBMISSION DEADLINE HAS BEEN EXTENDED FROM NOVEMBER 20, 2015 AT 2:00 PM TO TUESDAY, NOVEMBER 24, 2015 AT 2:30 PM (ET).**

**BELOW ARE VENDOR QUESTIONS WITH STATE RESPONSES. NO FURTHER QUESTIONS WILL BE ANSWERED.**

Vendor A

- In order to create a cohesive comparison between data from 2007 & 2011, we will need to know how community leaders & opinion leaders were defined in the survey. Specifically, who was targeted for interview?

Opinion leaders were defined as individuals currently holding a public office or those who consider themselves community or business leaders in the State of Rhode Island (only). The opinion leader group consisted of high level government, civic and business representatives (CEOs, presidents, or executive directors, etc.). It also included businesses that currently work with URI to recruit and hire graduates.

## Vendor B

- Since this is a longitudinal study and comparisons to prior studies will be necessary, can the bidders have access to the reports from the 2007 and 2011 studies while preparing this proposal?

Upon selection of the vendor, URI will provide all data and past study instruments. Prior to the bid selection, URI would like all bidders to provide what they believe are the best recommendations and methodologies based on their understanding of the study goals and objectives.

- Who was the provider of the market research services for the 2007 and 2011 studies? How satisfied was the University with the provider of these services?

The 2007 study was managed in-house, which included the development of the survey instrument and the assistance of an in-house survey center staff. The 2011 study was conducted by The Center for Research, Inc. now known as GreatBlue Research, Inc. located in Connecticut.

- The RFP lists out two completion dates – Page 6 states the project timeline must result in “completion of the entire project no later than November 25, 2015” and Page 7 states that the “consulting firm will deliver results of the perception study to the client by January 31, 2016.” With the proposal being due on November 20, the first date is not feasible, and the second date does not seem entirely feasible either with awarding of the contract likely taking 2-3 weeks following the November 20th submission deadline. Have these dates been reviewed and revised?

Thank you for catching the inconsistency in the delivery date. This RFP had an initial timeline that was adjusted and this November date should have been excluded. The university remains firm on the January 31, 2016 delivery deadline in order for the post campaign study to be most relevant. However, should unforeseen circumstances on the part of the university delay the project in any way, URI will extend the delivery date within a reasonable timeframe that does not jeopardize the results.

- The RFP states on Page 6 that the “consulting firm will work with the University to finalize all questions and response sets for the study and to determine optimal and final length of survey and number of questions.” On Page 8 under “Cost Proposal,” the University requests costs for a 10-minute and 15-minute surveys. Once the project is awarded and the consulting firm and University have arrived at a final length/complexity of survey, will the firm have an opportunity to revise the price if the survey exceeds 15 minutes?

URI, working together with the vendor, is committed to keeping the survey under 15 minutes.

- In discussing the various populations to be surveyed, the University states that the consulting firm will be responsible for securing lists of opinion/community leaders and prospective students. How is the University defining each of these populations? Are there specific positions/titles that are required for opinion/community leaders? What groups were included in the 2007 and 2011 studies? Also, how is the University defining “prospective students?” All junior and senior year high-school students in the 7-state marketing area? Students desiring specific areas of study? Students with certain grade point averages/scores? What definitions were used in the 2007 and 2011 studies?

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The groups were the same in both the 2007 and 2011 studies, and are listed in the RFP.

Prospective students are defined as all junior and high school students in the markets targeted in the campaign. The markets have shifted since 2011, dropping two regions (Mass. and Conn) and including two new regions (Chicago and southern, PA). The prospective student lists were purchased from a third party for the targeted market areas. The survey asks: “Are you actively in the process of selecting a college or four-year university?” The University will pay for the purchase of the list.

- The RFP lists out various population groups to be included in the research, including “approximately 110,000 alumni worldwide.” Does the University want to include a representative sample of all alumni, including those outside the United States? Or is a sample including only US alumni acceptable? Were alumni residing internationally included in the previous research?

Yes. The University will need a representative sample of its entire alumni base. URI will provide the list to the vendor selected, and it will include both national and international alumni. International alumni represent a small percentage of the entire alumni population.

- Page 8, Technical Proposal, Work Plan/Approach Proposed – what is meant by “...identify and describe what type of tutor training methodology will be utilized in the program?”

This was not a clear statement. It should have read: what type of research staff training will be utilized in the program?” What training does the staff conducting the survey receive, in particular the phone survey?

- Page 8, Cost Proposal – states “Attached is a table or matrix for specific fees/rates or requested breakdown [if applicable].” We did not notice any attached table or matrix, so are we to assume that the bidder can utilize any format desired, as long as it includes the required components?

There is no attached table or matrix, so it is correct to assume that the bidder can utilize any format desired, as long as it includes the required components.

- Page 8, Technical Proposal, Previous Experience and Background – how much detail is required in the “description of the business background of the offeror and all subcontractors proposed, including a description of their financial position?” Are there certain financial indicators that are specifically being requested?

Please provide enough detail that you think is most applicable regarding your bandwidth and capacity to conduct this study.

- What was the budget for the Perception Study conducted in 2011? What is the budget for the Perception Study for which the University is now seeking proposals?

The 2011 budget for the firm conducting the survey was \$31, 600. The budget for the current survey is not to exceed \$40,000.

### Vendor C

What firm or firms have done this work for the University of Rhode Island in the past?

"The Center for Research, Inc." now known as "GreatBlue Research, Inc." located in Connecticut.