

ADDENDUM I
DATE: August 18, 2022
FOR
FURNISHING AND DELIVERY
OF
MARKETING SERVICES
FOR
THE CURATORS OF THE UNIVERSITY OF MISSOURI
ON BEHALF OF

UNIVERSITY OF MISSOURI
RFP #23014
DATED: August 10, 2022

The above entitled specifications are modified as follows and except as set forth herein remain unchanged and in full force and effect:

1. **Question:** Whether companies from Outside USA can apply for this? (like, from India or Canada)
Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)
Answer: Yes; however, vendors need to be able to meet the mandatory requirements and statement of qualifications to participate.
2. **Question:** Whether we need to come over there for meetings?
Answer: Yes, an awarded vendor may need to participate in meetings in person.
3. **Question:** Can we submit the proposals via email?
Answer: Instructions for submission are outlined on page 1.
4. **Question:** Do we need to be licensed to do business in the State of Missouri?
Answer: No; however, vendors need to be able to meet the mandatory requirements and statement of qualifications to participate.
5. **Question:** Do we need to maintain a regular place of business in the State of Missouri? We can rent an office.
Answer: No; however, vendors need to be able to meet the mandatory requirements and statement of qualifications to participate.
6. **Question:** Can we also submit an overview of our work, team, and processes for your review?
Answer: Please complete the RFQ submission as requested in RFQ 23014. If you have an overview, please provide as additional information.
7. **Question:** Is there a particular way you'd prefer vendors to organize written proposals – page limits or particular areas of focus, for example - or can vendors choose how to present their marketing capabilities/ approaches?

Answer: Please complete the RFQ submission as requested in the RFQ 23014. If you have a marketing capabilities/ approach to share, please provide as additional information.

8. **Question:** Is there a particular way you'd prefer vendors to present the overall costs of their services, or will this only be required at a later stage?

Answer: As per RFQ 23014, awarded suppliers must develop a scope of work with itemized and total cost for each project prior to providing services.

9. **Question:** We understand that University of Missouri is looking for multiple suppliers - is there an overall value associated with this contract? For example, what is University of Missouri's expected annual spend on marketing campaigns?

Answer: University of Missouri is not providing financial information at this time.

10. **Question:** Can UM please provide the decision timeline for this RFQ?

Answer: Submissions will be reviewed after August 26, 2022, and awarded, if appropriate, as quickly as possible. An award does not guarantee a commitment.

11. **Question:** What services is UM currently using for its marketing needs? Are there different or new services you'd like a new vendor to provide?

Answer: UM currently engages with multiple marketing agencies for its various needs. There are no specific different or new services that we are looking for a vendor to provide.

12. **Question:** Did UM evaluate solutions that could meet its requirements through vendor presentations leading up to the RFP release? If so, what types and names of solutions and vendors were evaluated?

Answer: Presentations have not been completed as part of this RFQ.

13. **Question:** What specific enrollment targets do you want to achieve?

Answer: As outlined in RFQ 23014, marketing needs and goals will vary according to each specific project.

14. **Question:** What are the volumes at each of these funnel stages for your current class; inquiry, applicant, admits, and enrollment?

Answer: As outlined in RFQ 23014, marketing needs will vary according to each specific project. Awarded suppliers must develop a scope of work with itemized and total cost for each project prior to providing services.

15. **Question:** Has UM identified a budget for this initiative, and if so, is it possible to share? Is there a price above which proposals would not be accepted?

Answer: As outlined in RFQ 23014, awarded suppliers must develop a scope of work with itemized and total cost for each project prior to providing services. Services and total cost will be evaluated at the time of the scope of work development.

16. **Question:** What is the first entering class you are looking to influence, Fall 2023, 2024, or 2025? What enrollment goals are you desiring for these entering class(es)?
Answer: As outlined in RFQ 23014, marketing needs will vary according to each specific project. Awarded suppliers must develop a scope of work with itemized and total cost for each project prior to providing services.
17. **Question:** If we *are* a women or diverse-owned business, do we need to complete attachment A?
Answer: Yes, attachment A must be completed.
18. **Question:** In addition to accepting the Statement of Qualifications, are you looking for agencies to submit additional information (agency overview, case studies, rates, etc)? If this is outlined somewhere and we've overlooked it, please highlight where we can find these requirements.
Answer: Please complete the RFQ submission as requested in RFQ 23014. If you have an overview to share, please provide as additional information.
19. **Question:** How should we indicate the acceptance of the Mandatory Requirements?
Answer: As per RFQ 23014 Section 6, please indicate your company's acceptance of each criterion by adding a yes or no and initialing behind each statement.
20. **Question:** Does the University of Missouri prefer a Missouri-based firm or are you open to working with a national company?
Answer: We are open with working with a national company; however, vendors need to be able to meet the mandatory requirements and statement of qualifications to participate.
21. **Question:** Do suppliers need to have all 5 "Desirable Criteria" listed in the Statement of Qualifications can they specialize in a few of the items listed?
Answer: As per RFQ 23014, respondents should indicate yes or no for each statement in the desirable criteria.
22. **Question:** In addition to the forms and attachments include in the RFQ, are suppliers to include additional information regarding qualifications, case studies, creative portfolio, etc.?
Answer: Please complete the RFQ submission as requested in the RFQ 23014. If you have other information, please provide as additional information.