



April 19, 2016

ADDENDUM NO.: One

TO ALL OFFERORS:

REFERENCE: Request for Proposal No: **RFP# FDC-895**
Dated: **April 1, 2016**
Commodity: **Admissions Geodemographic Research Services**
RFP Closing On: **April 26, 2016 at 2:00 p.m. (Eastern)**

Please note the clarifications and/or changes made on this proposal program:

1. **Question:** *In regards to Section III. Item C. Bullet 1. A comprehensive overview of revenue and financial aid awards that can be segmented by factors deemed appropriate by the institution.*
Does the university request proposals to include a financial aid and revenue management service (i.e., financial aid leveraging) in addition to search and inquiry predictive modeling?
Answer: NO
2. **Question:** Can you elaborate on JMU's current search program? What are your current list purchase volumes?
Answer: About 100,000 total.
3. **Question:** What list providers do you currently use?
Answer: College Board, Cappex and NRCCUA.
4. **Question:** Do you currently outsource search services?
Answer: NO
5. **Question:** What is your Student Information System?
Answer: PeopleSoft
6. **Question:** What CRM do you use?
Answer: Hobsons
7. **Question:** What is your out of state yield as it is today?
Answer: 20%
8. **Question:** Where are you currently sourcing lists?
Answer: College Board, NRCCUA and Cappex
9. **Question:** What level of access would we have to your current databases?
Answer: No access. We will give you the lists.

10. **Question:** What outreach methods are you currently using for student search (email, direct mail, etc.)?

Answer: email and direct mail

11. **Question:** Are you doing both junior and senior search?

Answer: Yes

12. **Question:** Reference Proposal Instruction Item #6 on page 5 of the RFP. *Identify the amount of sales your company had during the last 12 months with each VASCUPP member institution.* By “amount” are you looking for total dollar amount at each institution or simply a list of contracts at each institution?

Answer: Dollar amount with each VASCUPP member institution.

13. **Question:** Do you have a budget for this RFP?

Answer: The university does not disclosure budget information for a project.

14. **Question:** Should proposal responses following the numbered sections begin on page one or should they begin on Page 4: Specific Proposal Instructions?

Answer: Page One.

15. **Question:** Does it affect the scoring percentage on how much one would use a small business?

Answer: Allocation of potential Points for each Evaluation Criteria identified in the RFP will be posted in eVA prior to the closing date/time of the RFP. Points are assigned based on the submission of a SWaM Plan using vendors that are registered with the Commonwealth of Virginia, Department of Small Business and Supplier Diversity (DSBSD).

Signify receipt of this addendum by initialing “*Addendum # 1*” on the signature page of your proposal.

Sincerely,



for Doug Chester, VCO
Buyer Senior
Phone: (540-568-4272)