

 <p>UNC GREENSBORO</p> <p>Procurement Services 840 Neal Street Greensboro, NC 27403</p>	ADDENDUM #2 – Q&A
	RFP 69-3397
	UNCG Marketing Research Survey-26
	Using Agency Name: UNC Greensboro
	Date: Tuesday, August 5, 2025

The following are answers to the written questions received by the UNCG Procurement Services office prior to the Thursday, July 31, 2025, at 2pm EDT deadline.

A signed copy of this addendum must be returned with your bid package. Failure to submit a signed copy of this addendum may result in rejection of your bid.

Company

Signature

Date

1.	Q.	Section 5.1, Page 15: Does UNCG place a priority on the named target audiences? If so, how would UNCG rank each of the following in terms of importance to UNCG objectives: prospective students, current students, parents, alumni, employers, community members?
	A.	They are all equally important in this survey.
2.	Q.	Section 5.1, Page 15: Is there (or are there) specific competitor institutions that UNCG would like to use as benchmarks for comparison?
	A.	Our competitors are: 1. UNC Charlotte, 2. Appalachian State University, 3. NC A&T, 4. East Carolina University, 5. North Carolina Central University, 6. NC State University, 7. Winston-Salem State University, 8. UNC, 9. UNC Wilmington, 10. Fayetteville State University, 11. Western Carolina University, 12. Wake Tech Community College. Benchmarking against the top three or more of these would be ideal.
3.	Q.	Section 5.2, Page 15: Outside of Greensboro, Raleigh, and Charlotte, does UNCG have classification or geographic zones it uses for the remainder of North Carolina?
	A.	No
4.	Q.	Section 5.2, Page 15: Will UNCG assist with providing contact lists or recruitment support for specific audiences (alumni, current students, employers)?
	A.	We will provide contact lists for college counsellors, alumni, and current students/parents.

5.	Q.	Section 5.2, Page 15: Are there specific demographic quotas or segments (lower vs upper class, employer cohorts (e.g., business vs nursing vs education), alumni cohorts) that must be included?
	A.	Both lower-income and higher-income students, adult learners, nursing/education/business/computer science employer cohorts, and alumni spanning class years
6.	Q.	Section 5.3, Page 15: Are there any existing brand tracking studies or past research that we should consider for continuity and comparability?
	A.	No
7.	Q.	What is the incumbent firm for previous work performed in this area?
	A.	There is no incumbent.
8.	Q.	Section 5.3, Page 15: Is there a desired completion date for work within this solicitation? If so, what is that date?
	A.	Negotiable
9.	Q.	Section 3.4, Page 11: Has UNCG established a rubric for evaluating and rating proposals and identifying the highest and best final evaluation? If so, what values are assigned to the four areas: acceptable solution, experience and qualifications, references, and cost?
	A.	No rubric has been created. The method for this RFP is a Best Value Narrative Evaluation.
10.	Q.	RFP Section 1.0, page 5: Has UNCG conducted a brand perception study in the past? If so, when and would that study be shared with the selected vendor?
	A.	No
11.	Q.	RFP Section 4.1, page 10: Do you have a specific budget earmarked for this research?
	A.	Negotiable
12.	Q.	RFP Section 5.2, page 13: The RFP states that the selected firm should collect representative samples from Greensboro, Raleigh, Charlotte, and statewide populations. Are there particular demographics for which you would like the sample to be Census representative, or would you like the vendor to make recommendations?
	A.	Please make recommendations
13.	Q.	RFP Section 5.2, page 13: In addition to statistically significant sub-samples for Greensboro, Raleigh, and Charlotte, for what other subgroups do you require statistically significant sub-samples (e.g., prospective undergrad
	A.	Please refer to the RFP.
14.	Q.	RFP Section 5.2, page 13: The RFP states the selected firm should collect “both quantitative and qualitative data.” Do you envision this as two separate research phases, a more mixed-methods approach, or is it up to the vendor to make a recommendation?

	A.	It is up to the vendor to make a recommendation.
15.	Q.	What languages must the survey be offered in to ensure accessibility?
	A.	English, Spanish
16.	Q.	Section 5.1: Project Objectives, pg. 13: Will UNCG provide contact information for the various survey audiences to use in the research, or will the awarded firm need to source these individuals?
	A.	We will provide contact info for college counsellors, current students and parents, and alumni
17.	Q.	Do you have a "do not exceed" budget (professional fees and incentives costs) for this engagement that you are able to share at this time (and if so, can you please share this with us)?
	A.	Negotiable
18.	Q.	Has research/analysis similar to what is outlined in the RFP been conducted in the past? If so, can you please provide the audiences, research methodologies and n-values for that prior research? Also, would the awarded vendor be provided with the data/reports of this research, to serve as a benchmark for the current research?
	A.	No
19.	Q.	What person and/or office will serve as the primary point of contact/Contract Lead for UNCG on this initiative? What other people and/or offices do you expect to be substantively involved from UNCG?
	A.	Will be provided upon award.
20.	Q.	Is there a date by which you require this research and report to be completed?
	A.	Negotiable
21.	Q.	Are there any particular hypotheses/concerns that UNCG is looking to address with this research?
	A.	No, this is a benchmark survey.
22.	Q.	4.1 Pricing - pg. 10: Have you identified a project budget or budget range for this project?
	A.	Negotiable
23.	Q.	1.0 Purpose and Background - pg. 5: Beyond the public (across the state of NC with a focus on the specific targets identified), employers, prospective students, alumni, and prospective employees, are there any additional audiences you would like us to consider? For example, are you interested in including any internal audiences (current students, faculty/staff, leadership, etc.) in this study?
	A.	Current students and parents
24.	Q.	1.0 Purpose and Background - pg.5: For which audiences to be included in this study would UNCG NOT be providing lists to the agency for use in outreach?
	A.	Employers, prospective students and families, general residents of North Carolina, corporations

25.	Q.	5.1 General - pg. 13: Could you provide more specifics on the desired timeline for the research study? Specifically, when do you aim to have a final report / recommendations in hand?
	A.	We would like the report to be delivered by Nov. 24, 2025.
26.	Q.	Has UNCG conducted similar research (online study and focus groups) in previous years or would this be establishing a baseline/benchmark?
	A.	This will establish a baseline for the University.
27.	Q.	Would there be a separate budget for other UNC System campuses or higher education institutions within NC to piggyback off the awarded contract?
	A.	No
28.	Q.	What is the budget or range for this research study?
	A.	Negotiable
29.	Q.	RFP mentions understanding how it is perceived by the public, prospective employers, prospective students, alumni and prospective employees. <ul style="list-style-type: none"> • For purposes of recruiting for this research study... <ul style="list-style-type: none"> ○ Will UNCG be providing access to a list of their alumni? ○ Will UNCG be providing access to a list of their prospective students or families that the university has been marketing to?
	A.	We will provide contact information for alumni but not prospective students and families and employers.
30.	Q.	Are there updates for the date for the Contract Award and the Contract Effective Date?
	A.	These are in the RFP provided. Should these dates change, an addendum will be provided and vendors will be notified.
31.	Q.	Who will be the point of contact for the contract?
	A.	Will be provided upon award.
32.	Q.	What qualities beyond market research expertise is important in the decision making process?
	A.	Tertiary education experience (see the RFP)
33.	Q.	What is the preferred timeline for the completion of the project?
	A.	Negotiable
34.	Q.	Are there any hard deadlines for the project?
	A.	We would like the report to be delivered by Nov. 24, 2025.
35.	Q.	5.0 Specifications and Scope of Work, page 13: Does UNCG have contact information for the following audiences and if so, can it be shared to contact for surveys:

		prospective students, parents/families of prospective students, high school/college counselors, community members.
	A.	We will share contact information for college counsellors.
36.	Q.	5.0 Specifications and Scope of Work, page 13: Are alumni surveyed regularly?
	A.	No
37.	Q.	5.0 Specifications and Scope of Work, page 13: Can UNCG provide space and access to current students and faculty and staff for on-campus focus groups?
	A.	Yes
38.	Q.	5.0 Specifications and Scope of Work, page 13: Has UNCG conducted previous research around perception and branding, and if so, can it be shared with the winning vendor?
	A.	No
39.	Q.	5.0 Specifications and Scope of Work, page 13: Who are the internal “clients” at UNCG for the research work (e.g., enrollment, marketing/communications, the president’s office)?
	A.	University Communications
40.	Q.	5.0 Specifications and Scope of Work, page 13: Is there a budget estimate for the research?
	A.	Negotiable
41.	Q.	5.0 Specifications and Scope of Work, page 13: What is the desired timeline for the project. Is there a specific target date or event (e.g., board or trustee meeting) that research findings need to be shared?
	A.	Negotiable
42.	Q.	4.0 Requirements (4.2, 4.7, 4.9, 4.10), pages 10-11: Would UNCG be willing to accept the proposed changes to these sections as outlined in section 2 of “vendor’s Requested Modifications to RFP Terms and Conditions”, which is attached as a separate document?
	A.	Vendors can submit the proposed modifications with their bid response and negotiate, if awarded, but UNCG is under no obligation to accept.
43.	Q.	6.0 Contract Administration (6.4, 6.5, 6.6), page 15: Would UNCG be willing to accept the proposed changes to these sections as outlined in section 2 of “vendor’s Requested Modifications to RFP Terms and Conditions”, which is attached as a separate document?
	A.	Vendors can submit the proposed modifications with their bid response and negotiate, if awarded, but UNCG is under no obligation to accept.
44.	Q.	Attachment B: Would UNCG be willing to accept the proposed changes to this attachment as outlined in section 3 of vendor’s Requested Modifications to RFP Terms and Conditions, which is attached as a separate document?
	A.	Vendors can submit the proposed modifications with their bid response and negotiate, if awarded, but UNCG is under no obligation to accept.

45.	Q.	Attachment C: Would UNCG be willing to accept the proposed changes to this attachment as outlined in section 4 of vendor's Requested Modifications to RFP Terms and Conditions", which is attached as a separate document?
	A.	Vendors can submit the proposed modifications with their bid response and negotiate, if awarded, but UNCG is under no obligation to accept.
46.	Q.	Entire RFP: Would UNCG be willing to accept the proposed additions as outlined in section 1 of "vendor's Requested Modifications to RFP Terms and Conditions", which is attached as a separate document?
	A.	Vendors can submit the proposed modifications with their bid response and negotiate, if awarded, but UNCG is under no obligation to accept.
47.	Q.	Section 5.1, Page 13: Can you share an approximate or expected budget range for this project to help ensure our proposed methodology aligns with available resources?
	A.	Negotiable
48.	Q.	Section 1.0, Page 7: Has UNCG conducted similar brand perception or reputation studies previously? If yes, is there an incumbent research provider, and can you share key learnings or gaps from previous research?
	A.	We have some prospective student and parent research, which can be shared.
49.	Q.	Section 5.3, Page 15: Could you provide more detail about the intended use for the raw data sets? Will UNCG require specific data formats? Will delivery of a cleaning script be required?
	A.	We would like a cleaning script.
50.	Q.	Section 5.1, Page 13: For the target audiences "employers, prospective students, alumni, and prospective employees," what level of detail is expected for each group? Should all groups be surveyed in all three metro areas (Greensboro, Raleigh, Charlotte) plus statewide?
	A.	Yes
51.	Q.	Section 5.1, Page 13: Would UNCG be able to provide contact information or access to alumni for direct outreach, or should the vendor use alternative recruitment methods?
	A.	Yes, we will provide alumni contact information.
52.	Q.	Section 5.1, Page 13: For the "prospective students" audience, is research among minors (under 18) either requested or required? If so, what IRB or parental consent requirements must be met?
	A.	Please see https://scholar.uncg.edu/compliance-integrity/human-subjects-irb/
53.	Q.	Section 5.1, Page 13: For the "employers" audience, should this focus on specific industries or company sizes, or general employer sentiment across all sectors?
	A.	General employment sentiment with particular emphasis on large industries (e.g., aerospace, health care, education, finance, manufacturing)
54.	Q.	Section 2.4, Page 8: Given the August 20 proposal deadline, what is the anticipated contract start date and project timeline?

	A.	Negotiable
55.	Q.	Section 5.2, Page 15: What is the preferred timeline for project completion from contract award to final presentation?
	A.	Negotiable
56.	Q.	Section 5.1, Page 13: Are there specific aspects of UNCG's reputation or recent initiatives that should be emphasized in the research design?
	A.	We are looking for the research to tell us the relevant strengths of UNCG.
57.	Q.	1.0 Purpose and Background, 5: What specific, actionable decisions do you hope the study will inform in the next 12-24 months (e.g., brand positioning, enrollment marketing spend, program mix, capital campaigns)?
	A.	All of the above
58.	Q.	1.0 Purpose and Background, 5: Are there overarching institutional KPIs (e.g., freshman yield, brand favorability index, alumni giving rate) to which this research should directly connect?
	A.	No
59.	Q.	5.2 Specifications, 13: Who is the primary audience for the presentation (executive cabinet, marketing team, faculty senate, board of trustees), and how might that influence deliverable style?
	A.	The primary audience is University Communications/Chancellor's Leadership Council. Deliverable style is up to the vendor.
60.	Q.	5.2 Specifications, 13: Are there any existing hypotheses on the target "n" size of quantitative and qualitative respondents that is needed to achieve the desired outcomes of this project (the 'burden of proof' for stakeholders) or are you looking for recommendations based on sample, cross tabs, and statistical significance?
	A.	No, we are looking for vendor recommendations.
61.	Q.	5.3 Tasks/Deliverables, 13: Regarding the sample size and quotas, is there an example of the level of specificity you would like to see in cross-tabs and subsequent analysis to test any emerging hypothesis or have available for future analytical needs (e.g., Hispanic alumni, more than 5 years out, living in Charlotte)?
	A.	No
62.	Q.	5.1 General, 13: Do you have existing primary or secondary benchmark data or prior perception studies that you want this research to align with or trend against?
	A.	No, this is a benchmark project.
63.	Q.	5.1 General, 13: Which peer or aspirant institutions should be included for comparative perception measurement?
	A.	Three or more of: 1. UNC Charlotte, 2. Appalachian State University, 3. NC A&T, 4. East Carolina University, 5. North Carolina Central University, 6. NC State University, 7. Winston-Salem State University, 8. UNC, 9. UNC Wilmington, 10. Fayetteville State University, 11. Western Carolina University, 12. Wake Tech Community College. Benchmarking against the top three or more of these would be ideal.

64.	Q.	5.3 Tasks/Deliverables, 13: Can UNCG provide internal datasets to be deemed relevant for sampling and/or data append?
	A.	No
65.	Q.	5.2 Specifications, 13: Should the methodology, panels, and analytical tools be designed up-front for easy replication in future waves or optimized for this single use-case?
	A.	Both; the research process begins with this initial research requirement and may develop into subsequent surveys.
66.	Q.	5.5 Technical Approach, 14: Some universities have begun restricting the use of AI in any projects due to compliance with grant submissions (e.g., recent guidance from the NIH). Are there any AI guidelines we should be aware of in using it as a tool for any part of this work?
	A.	Not at this time
67.	Q.	6.4 Monthly Status Reports, 15: What key milestones/deadlines exist that we might want to incorporate into our project plan and timeline?
	A.	Key milestones/deadlines will be negotiated at first meeting after contract is awarded.
68.	Q.	Attachment A: Pricing, 17: Do you have a target or ceiling budget range that should guide the scope and sample-size recommendations?
	A.	Negotiable
69.	Q.	Section 5.2: Scope of Work, page 13: Will the contractor be responsible for providing the sample for data collection efforts, or will UNCG provide any lists of potential research participants?
	A.	UNCG will provide contact lists for alumni, college counsellors, and current students and families
70.	Q.	Section 5.2: Scope of Work, page 13: Are we able to propose the use of providing incentives, payments, or stipends to compensate people for spending their time participating in one or more data collection activity? Are there are any limitations we should be aware of when it comes to providing these types of payments?
	A.	Negotiable
71.	Q.	Section 5.2: Scope of Work and Section 5.3, Tasks/Deliverables, page 13: The RFP lists at least two tasks or deliverables that are optional: (a) hosting a stakeholder workshop, and (b) creating an interactive dashboard or data visualization tool. Do bidders have the option of breaking out separate prices for these optional tasks?
	A.	Yes
72.	Q.	To ensure that bidders propose an approach commensurate with anticipated funding, is there a budget range that bidders should be aware of when developing cost proposals?
	A.	Negotiable
73.	Q.	What is the anticipated timeline for this project?
	A.	Negotiable

74.	Q.	Section 2.7, Page 7: Attachment G - Certification of Financial Condition asks the proposer to certify: "The Vendor is in sound financial condition and, if applicable, has received an unqualified audit opinion for the latest audit of its financial statements." What does the phrase "if applicable" refer to? In other words, what are the conditions under which an unqualified audit opinion is required? And, if a proposer does not regularly submit to formal financial audits, is that disqualifying?
	A.	Submission of Attachment G: Certification of Financial Condition, serves as a self-attestation of the vendor's financial stability, solvency and ability to deliver against requirements during the term of the contract. It is a tool used by the Procurement function to determine a vendor's overall responsibility. Responsive bidders shall check all boxes as may be applicable. In the event that one or more of these conditions are not applicable and go unchecked, the bidder shall provide a statement explaining the justification. For example, if the vendor is not subject to external audit of financial statements, a simple statement indicating as such will suffice. On its own, a lack of external audits of financial statements is not a disqualifying factor.
75.	Q.	Section 2.4, Page 6: Does UNCG have a specific date by which the work is to be completed?
	A.	Negotiable
76.	Q.	Section 5.1, Page 13: Has UNCG conducted similar research in the past and, if so, will the output from that research be made available and are there specific metrics that UNCG is looking to track from the prior research to today?
	A.	No
77.	Q.	Section 5.2, Page 13: Is UNCG open to having current students, alumni, and members of the inquiry pool participate in the research, and will the school be able to make contact information (email addresses) available to the vendor for this purpose?
	A.	UNCG will provide contact information for current students and parents, alumni, and college counselors.
78.	Q.	Section 5.2, Page 13: Does UNCG subscribe to the ASQ (the Admitted Student Questionnaire), and will it be able to make the ASQ data available to the vendor for analysis in advance of executing the proposed research?
	A.	No
79.	Q.	RFP Section 4.1, Page 10: What is the anticipated budget range for this contract? Any transparency you can provide on budget will ensure we develop a proposal that meets your needs.
	A.	Negotiable
80.	Q.	RFP Section 4.5, Page 11: Is there an incumbent for this project, and if so, what is the name of that organization, and may they be permitted to reapply?
	A.	No, there is no incumbent.
81.	Q.	RFP Section 5.2, Page 13: Is there previous research available for review to inform this work?

	A.	No, although there is prospective student/parent survey work that can be shared with vendor.
82.	Q.	RFP Section 5.2, Page 13: Are there existing lists, databases, or platforms available to recruit participants, or must we generate our own panels?
	A.	UNCG will provide contact information for alumni, current students and parents, and college counsellors.
83.	Q.	RFP Section 5.2, Page 13: Will the university provide access to alumni or employer contact lists for research purposes?
	A.	UNCG can provide access to alumni contact information.
84.	Q.	RFP Section 5.2, Page 13: Does UNCG currently have research results regarding perceptions of the University among any of the priority audiences? If so, will that data be shared with the selected research provider as background information?
	A.	We do not currently have any research.
85.	Q.	RFP Section 5.2, Page 13: The list of audiences does not include current employees of UNCG. Are you open to including employees in the research process as an audience?
	A.	Yes
86.	Q.	RFP Section 5.2, Page 13: Are the qualitative methods (e.g., focus groups, interviews) required or optional?
	A.	We are looking for guidance from the vendor on this.
87.	Q.	RFP Section 5.2, Page 13: What balance of qualitative vs. quantitative methods is preferred or required?
	A.	We are looking for a vendor recommendation on this.
88.	Q.	RFP Section 5.2, Page 13: Are you interested in learning about what this audience values in a university experience (to help understand what gaps might exist)?
	A.	Yes
89.	Q.	RFP Section 5.2, Page 13: What are the expectations for the roadmap for implementation – is this a tactical communications plan, or a strategic recommendations?
	A.	We are looking for strategic recommendations.
90.	Q.	RFP Section 5.2, Page 13: Will the results of this research be used to develop a marketing communications program or campaign as part of the plan to advance its visibility and impact?
	A.	Yes
91.	Q.	RFP Section 5.2, Page 13: What is current public perception of the college that might be a factor in the success of this effort?
	A.	We are searching for public perception information.
92.	Q.	RFP Section 5.2, Page 13: Are there known challenges or sensitives that should be navigated carefully (e.g., past controversies, institutional transitions)?

	A.	UNCG was established as a woman's college but become coeducational in 1963. The first Black students were admitted in 1956. The institution opened in 1892.
93.	Q.	RFP Section 5.2, Page 13: Is there an anticipated timeline for project start and completion post-award?
	A.	Negotiable
94.	Q.	RFP Section 5.2, Page 13: When would UNCG want to have the full research completed and presented?
	A.	Negotiable
95.	Q.	RFP Section 5.2, Page 13: Is there an expectation to conduct any research in Spanish or provide bilingual materials?
	A.	We would like to hear from Spanish-speaking individuals.
96.	Q.	RFP Section 5.2, Page 13: Will the optional dashboard and stakeholder workshop be considered in the evaluation, or are they add-ons?
	A.	They are add-ons.
97.	Q.	RFP Section 5.4, Page 13: How should subcontractors or specialized partners (e.g., for Spanish-language outreach) be integrated into the proposal?
	A.	We would like information from both the English and Spanish-speaking population.
98.	Q.	Scope of Work (Page 13): Are there mandatory demographic quotas (e.g., age, race/ethnicity, alumni status, employer type) we should meet in sampling?
	A.	No
99.	Q.	Scope of Work (Page 13): What portion of the research should be confined to the three metropolitan areas (Greensboro, Raleigh, North Carolina) versus the rest of North Carolina?
	A.	We are looking for a recommendation from the vendor.
100.	Q.	Scope of Work (Page 13): Does UNC Greensboro have lists of the targeted audiences for use in this research, or will the research partner be responsible for procuring sample?
	A.	UNCG can provide contact information for alumni, college counsellors, and current students and parents.
101.	Q.	Scope of Work (Page 13): Do you require comparative benchmarking against specific competitor institutions, or regional higher education in general?
	A.	Benchmarking against the top three or more of these would be ideal. 1. UNC Charlotte, 2. Appalachian State University, 3. NC A&T, 4. East Carolina University, 5. North Carolina Central University, 6. NC State University, 7. Winston-Salem State University, 8. UNC, 9. UNC Wilmington, 10. Fayetteville State University, 11. Western Carolina University, 12. Wake Tech Community College.
102.	Q.	Scope of Work (Page 13): Are there prior relevant studies UNC Greensboro would like benchmarked against this research, and will the partner have access to those studies?

	A.	No, although there is prior research among prospective students and families that we will share.
103.	Q.	Technical Approach (Section 5.5): Does UNC Greensboro have its own definition of "statistically significant" for sample sizes in each target market?
	A.	No
104.	Q.	Technical Approach (Section 5.5): What is the university's policy on surveying minors (ages 16–17, e.g., prospective students)?
	A.	Please see https://scholar.uncg.edu/compliance-integrity/human-subjects-irb/
105.	Q.	Section 4.1 Pricing, Page 10: Have budget parameters been set for this product?
	A.	Negotiable
106.	Q.	Section 5.3 Tasks/Deliverables: Is there a timeline or expected completion date for this project?
	A.	Negotiable
107.	Q.	Section 1.1; Page 5: Why did UNCG decide to conduct this study/invest in this research now?
	A.	We want to better understand our market
108.	Q.	Section 1.1; Page 5: Are there any major investments, changes, or initiatives the results of this study will inform?
	A.	Not known at this time.
109.	Q.	Section 4.1; Page 10: Are there budget parameters that the research approach should be designed against?
	A.	Negotiable
110.	Q.	Section 5.1; Page 13: Are there specific demographic or audience groups that UNCG is most interested in understanding/reaching?
	A.	We want it to reflect the population of North Carolina, and to address the groups in the RFP.
111.	Q.	Section 5.1; Page 13: Has UNCG implemented any recent initiatives or strategies aimed at enhancing its reputation that we should consider including or evaluating in this study?
	A.	No
112.	Q.	Section 5.1; Page 13: Within the three metro areas (Greensboro, Raleigh, Charlotte), are there specific neighborhoods, communities, or sub-regions of particular interest?
	A.	No
113.	Q.	Section 5.1; Page 13: Is UNCG interested in understanding the specific sources and channels through which people develop their awareness and perceptions of the university?
	A.	Yes