

 <p>UNIVERSITY OF NORTH CAROLINA CHARLOTTE</p>	<p>REQUEST FOR PROPOSAL # 66-26030 JP</p> <p>University of North Carolina at Charlotte Purchasing Office Reese Building, 3rd Floor 9201 University City Boulevard Charlotte, North Carolina 28223-0001</p>
<p>Addendum Issue Date: Friday, January 16, 2026</p>	<p>Due Date: Wednesday, January 28, 2026 at 2:00 PM ET</p>
<p>Purchasing Agent: James Parker</p>	<p>Consolidated Marketing Services</p>
<p>ADDENDUM #1</p>	

This addendum is issued to (A.) extend the Due Date for RFP Replies, (B.) revise ATTACHMENT A, (C.) Answer questions proposed by potential vendors.

A. The Due Date for proposals has been extended to **Wednesday, January 28, 2026 @ 2:00PM.**

B. Section 7.0, Attachment A, Web & Interactive Development, Sample Project Scenario: shall be revised from “Given that the University uses Drupal as the campus Content Management System” to “Given that the University uses WordPress as the campus Content Management System”.

C. Answers to the questions by potential vendors:

Q: We are a Canadian company that services clients across the globe. We are also registered in the US (with a Federal Employer ID (EIN)). Is there anything preventing us from bidding?

A: Companies outside the US can submit a proposal. As part of the proposal process the company must fill out the Locations of Workers Utilized by Vendor form. For more information see Section 3.5. Companies should also consider that meetings or visits to campus may be required based on the need of the project.

Q: What is the budget or budget range?

A: There isn't a specific budget for this RFP because it is being issued to establish convenience contracts for projects as they arise campus wide. There is no way to know how many projects may arise or the services that may be requested.

Q: Can any previous research related to marketing campaign performance be shared?

A: No, there is no such information available regarding performance.

Q: Does UNC have an incumbent vendor for these services?

A: The previous convenience contracts expired in December, so there are currently no incumbents.

Q: Will a breakdown of any services be required for Attachment A?

A: Breakdowns that are listed in Attachment A are required to be considered for the proposal. Vendors are welcome to provide any additional pricing breakdowns.

Q: Will translation services be required?

A: Translation services are not required for this RFP.

Q: Approximately how many projects does UNC at Charlotte anticipate awarding through this contract on an annual basis?

A: This RFP is being issued to establish convenience contracts for projects as they arise campus wide. There is no way to know how many projects may arise or the services that may be requested.

Q: Does UNC Charlotte anticipate the need for video production as part of Creative and Campaign Services? If so, please clarify types and quantities to more accurately price for Advertising creative design (digital, print, broadcast, outdoor), for example.

A: Video is not required for this RFP but companies can list it as another service that they provide. These can be listed in as part of Attachment A.

Q: For the Web & Interactive sample project, what level of complexity should vendors assume for the “new function”—can you provide an example or scope parameters to assist in estimating level of effort?

A: The university has not defined a specific project at this time, as this RFP is intended to establish convenience contracts for varied, as-needed support. Vendors should assume a mid-level complexity project.

Q: For the estimated cost for Web & Interactive Development - Sample Project Scenario, could the University provide a more detailed scope for the sample project scenario? The scope currently listed simply states "a campus department needs a new function added to their website," and this current description provides no details about what the requested function actually is/does. The limited current description presents a challenge to responding vendors in that they will not be able to clearly gauge the complexity of the function, and the time/effort/expertise needed to develop the requested solution, which impacts the cost estimate.

A: The specific technical requirements are undetermined at this time. The sample scenario is intended to serve a general benchmark to compare pricing.

Q: The RFP states that projects involve collaboration with University Communications. Will contractors be granted direct administrative access to development/staging environments, or will code be submitted for internal IT review and deployment?

A: Both have been done in the past, but most typically, the latter.

Q: Does the University have a centralized Design System or Pattern Library to ensure UI/UX consistency across different campus units?

A: Yes, as a contracted vendor for the university, our standard branding guidelines will need to be followed.

Q: Regarding the University Communications team, what are the specific roles and internal staffing levels dedicated to supporting the website's needs?

A: There is a small team in University Communications that supports website needs. Including two digital media strategists, digital marketing specialist, and a director of engagement marketing.

Q: Approximately how many websites currently require support under this consolidated contract?

A: Undermined at this time.

Q: When evaluating a website design and support partner, are there specific qualitative attributes or cultural values the University prioritizes beyond the stated evaluation criteria?

A: Nothing beyond the stated evaluation criteria.

Q: Financial Proposal Clarification - Attachment A, Web & Interactive Development Sample Project
For the "new function" sample scenario, should the estimated cost assume that functional requirements are pre-documented, or should the proposal include a specific discovery and requirements-gathering phase?

A: Please provide information based on a standard sample. If there is a large variation, please provide the breakdown.

Q: Are awarded vendors expected to originate campaign concepts, or primarily execute against strategic direction provided by University Communications? How satisfied is the university with its creative output today? What are the pain points?

A: Strategic direction will be provided by University Communications. The university has a great creative team and is satisfied with the creative output of the team.

Q: Is there an established brand strategy and visual identity? Or is the university looking for a rebrand/refresh?

A: Yes, as a contracted vendor for the university, the standard branding guidelines will need to be followed.

Q: Is there an established asset library (photo, video) that the agency partner will be able to leverage in creative development?

A: Yes, University Communications has an asset library.

Q: Is media strategy and placement handled internally by the University, or would the agency partner be collaborating with an external agency to create assets against media plans?

A: Yes, this is handled internally through University Communications.

Q: Does the University have defined success metrics or performance expectations for campaigns, or is measurement determined on a project-by-project basis?

A: This will be determined on a project-by-project basis.

Q: Are creative partners expected to provide post-campaign insights or effectiveness assessments as part of standard engagement?

A: Yes, the contracted vendor will be expected to provide this information.

Q: Is the 10% HUB participation goal evaluated at the individual project level or across the full contract term? Are HUB partners expected to be identified at the time of proposal submission, or may they be engaged on a project-by-project basis after award?

A: As required per NCGS 143-48, the University reports to the Department of Administration what percentage of its contract purchases of goods and services were from HUB certified firms. The data is reported to the Department of Administration on a quarterly basis. Firms that are HUB certified or intend to use HUB certified subcontractors may complete ATTACHMENT D per section 4.4 of the Solicitation. Please refer to the NC General Terms and Conditions and sections 4.8 and 4.9 for guidance on the use of subcontractors.

Q: Are HUB firms able to serve in either Creative & Campaign Services or Web & Interactive Development roles, as long as the goal is met?

A: The solicitation is open to all firms and will be evaluated and awarded based on the criteria identified within the solicitation.

Q: Does the University maintain a preferred or recommended list of HUB-certified partners?

A: The NC Department of Administration provides and maintains a database of NC certified firms the University may use as needed.

Q: What reporting cadence is expected for HUB utilization during the contract term?

How does the University evaluate good-faith efforts for HUB participation in the RFP process or when scope or timing limits subcontracting opportunities?

A: Firms that have an active HUB certification on file with the NC Department of Administration will be included in the University's quarterly reporting processes for goods and services per NCGS 143-48. The requirements and processes differ for construction projects and use of subcontractors, please refer to NCGS 143-128.2 for details. The University complies with NCGS 143-48 for purchases and contracts of goods and services.

Q: Can the University describe how work is typically initiated under this type of convenience contract (e.g., centralized intake through University Communications versus direct engagement from colleges or departments)?

A: Projects will be assigned as needed through individual departments on campus. The vendor will meet with the department and go over the SOW with the end using department.

Q: Following contract award, can the University clarify which offices or stakeholder groups typically initiate and manage work under this contract (e.g., University Communications, individual colleges, central IT, or departmental marketing teams)?

A: These contracts are awarded through University Communications. However, projects will be requested as needed through individual departments on campus. The vendor will meet with the department and go over the SOW with the end using department.

Q: Can the University provide any insight into the anticipated volume or frequency of projects under this convenience contract (e.g., typical number of projects per year, average project size, or range of effort)?

A: Projects can vary from year to year. The convenience contracts are awarded to take on projects on an as needed basis.

Q: The RFP states that vendors may submit proposals for one functional category or both. Can the University confirm whether awards will be made separately for Creative & Campaign Services and Web & Interactive Development, and whether a vendor may be selected for only one category?

A: The awards will be made separately for the two categories; vendors may be selected for only one of the two categories.

Q: Are there any events that the stakeholder team will attend or host to meet the selected vendor

A: Projects can vary from year to year. The convenience contracts are awarded to take on projects on an as needed basis. The SOW will be discussed through the vendor and the end using department.

Q: Once a company is awarded the contract, will a contact list for UNC Charlotte stakeholders be provided to facilitate discussions with UNC Charlotte about potential projects?

A: The contracted vendors' information will be available to the departments. Since projects are on an as needed basis it is up to the individual departments to reach out to the vendor with their project.

Q: Are there current external marketing firms working with UNCC that we should expect to collaborate with to execute campaigns?

A: No, not at this time.

Q: Is there an internal marketing/communications team we would work with?

A: Yes, our University Communications team.

Q: Could you provide a brief example of similar previous campaigns executed?

A: Previous campaigns have involved multiple fund-raising events and would include, but not be limited to graphics work, marketing, advertising work, and brand identity.

Q: Would links to case studies/digital assets be sufficient, or would you all prefer actual documents added to the RFP response that showcase projects?

A: Either documents or links are acceptable.

Q: As it relates to the "sample project scenario", could you provide more clarity on a "functionality request"? Would this be a scenario where only one page of the campus department's subsite is enhanced or developed? Or would this be a multi-faceted development across multiple pages?

A: This would be multifaceted across multiple pages.

Q: For vendors who currently hold contracts with UNC Charlotte departments, will work performed under existing contracts be considered when evaluating vendor experience, or should the proposal focus only on completed contracts?

A: Vendors may list experience for either ongoing or completed projects when detailing their experience in the proposal.

Q: The RFP requires three references and notes that "higher education references are preferred." May references include current employees of the institution being served under this solicitation?

A: Yes, that is acceptable.

Q: The Web & Interactive Development section provides only a single hourly rate line for all services. Should vendors provide a single blended hourly rate for all Web & Interactive Development services, or would the University prefer rates broken out by service type (e.g., UX design, front-end development, accessibility auditing)?

A: A single hourly rate is required for Attachment A, but vendors are encouraged to provide a list broken out by all services the vendor provides.

Q: For vendors submitting proposals for both categories (Creative & Campaign Services and Web & Interactive Development), should responses be combined into a single proposal document or submitted as separate proposals?
A: A single proposal document.

Q: Just to clarify, your expectation is that we will provide a total of six digital samples, three for creative and campaign services and three for web and interactive development, correct?
A: Yes, that is correct.

Q: The RFP requires "Three (3) digital samples of prior completed projects for each category." Please confirm acceptable formats for digital samples (e.g., PDF, URL links to live websites, video files). Are there file size limitations for electronic submission?
A: PDF Documents, URL links and Video Files are all acceptable formats.

Q: Attachment A: Please provide clarification on the functionality needed for the sample web project. The hourly effort related to developing and implementing a solution could vary greatly.
A: Please provide a price based on a standard sample. If there is a large variation, please provide the breakdown.

Q: Of the 40% allocated to Vendor Background, Experience, & References, how important (percentage) is the proximity to the University? (For example, we are located in Raleigh but frequently visit clients in Charlotte. How much would we be penalized for not being headquartered in Charlotte?)
A: Location accounts for 1/5 of the 40% allocated for the Vendor Background, Experience, & References criteria.

Q: How many websites and sub-sites currently exist? Does the University require that all sites be hosted/managed on a common platform?
A: The university has hundreds of websites and sub-sites. Yes, all sites are required to be managed on a common platform. We are working to reduce the number of domains from over 400 to under 200.

Q: Does the University have preferred platforms or technologies for web and interactive development, or should vendors recommend solutions based on best practices and project needs?
A: The university already has preferred platforms and technologies.

Q: For creative and campaign services, will UNC Charlotte provide existing brand assets and guidelines, or should vendors anticipate developing refreshed creative frameworks as part of the engagement?
A: Yes, as a contracted vendor for the university, the standard branding guidelines will need to be followed

Q: Are there specific accessibility or compliance standards (e.g., WCAG 2.1 AA, Section 508) that all digital deliverables must meet?
A: This is determined on a project-by-project basis.

Q: Will the University require on site collaboration for any portion of the work, or is fully remote delivery acceptable for both creative and web development services?
A: Depending on the specific project requested, there may be onsite visits and meetings that are required.

Q: For the "Location of Workers" disclosure, does UNC Charlotte permit portions of the work to be performed outside the United States if fully documented and compliant with data handling requirements?
A: Yes, this would be permitted. See section 3.5 for more detail.

Q: Are there any systems, tools, or platforms currently in use (analytics, CMS, marketing automation, asset management) that vendors should plan to integrate with?
A: None other than what's listed in this RFP.

Q: Are there any specific university strategic goals and/or aspirations tied to this scope of work?
A: None for this RFP, unless requested by a specific project that may arise.

Q: In the sample projects, can you clarify what the size of the print trifold is?
A: This would be a standard size tri-fold.

Q: For Attachment A, Please clarify the following assumptions for the Creative & Campaign Services sample project scenario (Tri-fold Brochure): Approximate word count for copy development? Number of client review/revision rounds included?

A: Please provide information based on a standard sample. If there is a large variation, please provide the breakdown.

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