

201 High Street  
Farmville, Virginia 23909  
tel: 434.395.2416  
fax: 434.395.2635  
trs: 711

February 18, 2020

ADDENDUM 2 TO ALL OFFERORS:

Reference Request for Proposals (RFP): LU214-20-010  
Commodity: Specialized Advertising, Consulting and Facilitating Services  
Dated: January 24, 2020  
For Delivery To: Longwood University  
Materiel Management  
Farmville, Virginia 23909  
Optional Pre-Proposal Conference (OPPC): February 6, 2019 at 2:00 p.m. Local Time  
Proposal Due Date: **February 25, 2019 at 2:00 p.m. Local Time**

This Addendum 2 is being issued to answer questions asked in the OPPC or submitted in writing by prospective offerors.

1. Should samples be printed or can they be digital?

**RESPONSE:** Offeror should submit one (1) printed copy and a digital copy on a USB flash drive.

2. Does the University prefer sample of work from inside or outside of Longwood University?

**RESPONSE:** Offeror should submit samples of both.

3. Offeror should submit pricing by VASCUPP Zone, if different from Longwood, if they are interested in providing services to other VASCUPP member schools.

4. Reference Section XI., Page 16, Paragraph 1, Lines 7-8: What are the key differences between goals 3 and 4 under the heading "Sample Projects"? Is goal 3 meant to focus on both graduate and professional studies audiences while goal 4 is meant to focus on professional studies audiences only?

**RESPONSE:** No, both are for graduate and professional (since we serve 'adult' learners in different ways through both of those areas). Question #3 is focused on increasing enrollment (and thus revenue) while #4 is just increasing awareness. #4 is necessary for #3, but just increasing awareness may not lead to enrollment. The 'call to action' that we have learned about is an example of possibly increasing enrollment over just letting people know what we have to offer.

5. Reference Section IV, Page 7, Paragraph 8, Lines 1-13: Regarding target audiences listed in the RFP, current Longwood University students are not listed as a target audience. When organizations respond to the proposal, should they focus solely on the audiences listed in the RFP?

**RESPONSE:** Yes, current Longwood University students should be part of the audiences. They were lumped into the 'traditional graduate programs' and with that listed under 'nontraditional learners', it was not clear.



6. Reference Section III., Page 5, Background:

1. Will the outside public relations consulting firm continue to be involved? If so, what will be their role?
2. Will we be partnering with the PR agency?
3. Will the marketing plans previously created be made available for reference?

**RESPONSE:**

1. It is possible, but to what extent is not known at this time.
2. Not partnering. Multiple firms may be chosen throughout the contract term to deliver various services, which might be in conjunction with services being provided under this contract.
3. Yes. Once the contract has been awarded, information necessary to perform the work required will be made available, including prior plans.

7. Reference Section IV., Page 5, Statement of Needs: Do you currently use a project management type software?

**RESPONSE:** The College of Graduate & Professional Studies (CGPS) uses Asana. The Small Business Development Center (SBDC) does not use project management software.

8. Reference Section IV., Page 7, Statement of Needs, 3. Required Services:

1. Do you have and maintain a media contact list for press releases and media pitches?
2. Are the internal and external websites built on the same Content Management System (CMS)?
3. What CMS is used for the websites?
4. Do you currently work with a media buyer?
5. Do you currently use a Customer Relationship Management (CRM) system? If so, what do you use?
6. Do you use an email marketing tool? If so, which tool do you use? Who manages your mailing lists?
7. Do you use a social media management tool, such as Hootsuite, Sprout? If so, who currently manages it?

**RESPONSE:**

1. The current PR firm manages this.
2. CGPS external site is built on WordPress. The current PR firm manages the other sites.
3. The current PR firm manages this.
4. No.
5. CGPS uses Prospect through CollegeNet. SBDC uses a Confidential Client Information Management System for internal client work, but not external.
6. CGPS recently began using Prospect to gather emails and send to select individuals. Before that it was Excel sheets. SBDC uses Constant Contact and is managed by the SBDC Operations Manager.
7. CGPS uses CoSchedule, managed by their marketing specialist. SBDC is handled through current PR firm.

All other general terms, conditions, and specifications shall remain the same.

**Note:** A signed acknowledgement of this addendum **must** be submitted with your bid. Signature on this addendum does not substitute for your signature on the original bid document. The original bid document must be signed.

Very truly yours,

*Cathryn B. Mobley*

Cathryn B. Mobley, CPA, CUPO, VCCO, VCO  
Associate Vice President for Administration and Finance

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Name of Firm

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Signature/Title

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Date