

# LONGWOOD UNIVERSITY

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June 15, 2018

## ADDENDUM 1 TO ALL OFFERORS:

Reference Request for Proposals (RFP): LU214-18-019  
Commodity: Strategic Partnership for Marketing the MBA Program  
Dated: May 18, 2018  
For Delivery To: Longwood University  
Materiel Management  
Farmville, Virginia 23909  
Optional Pre-Proposal Conference (OPPC): June 14, 2018 at 3:00 p.m. Local Time  
Written Pre-Proposal Questions Due: June 20, 2018 at 12:00 Noon Local Time  
Proposal Due Date: **July 6, 2018 at 2:00 p.m. Local Time**

This Addendum 1 to the RFP is being issued to extend the due date for receipt of proposals as noted above and to answer questions received to date from prospective offerors.

1. Reference Page 2, Paragraph Sealed Proposals Will Be Received Until: The original due date contained a typo; it read June 28, 2017. As noted above, the due date has been extended to July 6, 2018.
2. Reference Section IV., Paragraph E., Requirement 3., Page 8: The financial section exclusively references revenue splits as a funding model. Would Longwood University be open to considering alternative funding models, such as fee-for-service?

**RESPONSE:** Yes.

3. Reference Section IV., Page 5: a) What are the target audiences (locations) you want to reach? b) What is your current CMS system? c) Are there currently landing pages for the programs? If so, what is the address?

**RESPONSE:** a) Professionals, with a baccalaureate degree, within a 200 mile radius of Farmville, VA.  
b) TERMINALFOUR  
c) Yes. <http://www.longwood.edu/business/mba/>

4. Reference Section III., Page 5: a) Previous spend was \$104,000; how was this spent? b) What is the budget for this RFP? c) Do you accept partial submission?

**RESPONSE:** a) We retained a marketing firm, went to graduate fairs, etc. The University couldn't trace any enrollments back to those efforts.  
b) The University does not disclose projected budget information during the procurement process.  
c) The University will not accept a partial submission; the offeror must submit a complete response to the RFP.

Office of the Director of Materiel Management,  
Central Stores, and Property Control



5. Reference Section III., Specific Background, Page5: Can you identify what efforts were part of the \$104K spend last year that yielded unacceptable results?

**RESPONSE:** See response 4.a above.

6. Reference Section III., Specific Background, Page 5: You've stated, "The University believes that the partner will deliver a much higher benefit per dollar spent than we have received through our own efforts to market the MBA program." Can you quantify the return you wish to achieve for each year of the five years of the effort?

**RESPONSE:** We currently have 27 students in the online MBA. We are looking to approximately double enrollment in each of the 5 years; however, this is not a metric cut in stone.

Year 1 – 50 students  
Year 2 – 100 students  
Year 3 – 200 students  
Year 4 – 400 students  
Year 5 – 800 students

7. Reference Section IV., Paragraph A.7. General, Page6: One of the requirements is "Describe how your firm will work with different programs at the University requiring differing levels and types of services." Can you share which programs require services? (The RFP is written specifically for MBA—is this segmented in a way that is not clear in the narrative?).

**RESPONSE:** There is interest in possibly delivering other programming if this initiative is successful. RN to BSN as an example, or Healthcare Administration. If we had other programs you served, how would that work, same administrative team in your organization; different team, etc.

8. Reference Section IV., Paragraph C.12. Marketing & Recruitment, Page7: "Describe the checks and balances you have in place that safeguard against hard-sell or high-pressure tactics"—can you more clearly define what is considered hard sell or high pressure?

**RESPONSE:** The University is looking to prospective offerors for their definitions of hard-sell and high-pressure tactics and how they will be avoided.

9. Reference Section IV., Paragraph F.8. Technology, Page9: What is meant by "Provide a full list of application connectors."?

**RESPONSE:** Relates to Paragraph IV.F.7. Consider it synonymous to a custom API. How many connections to your systems will be required?

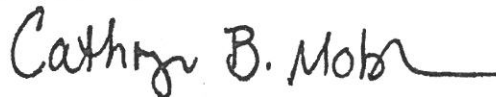
10. Reference Section IV., Paragraphs F.11 and F.12., Page9: Could you clarify what type of 'prototype' is referenced here, is there a web dev aspect to this RFP, if so, is it a full development or an existing site update?

**RESPONSE:** A version of your system for marketing, tracking and onboarding people as they move through the process from prospect to applicant to enrolled student. Can you provide a demonstration of your processes and systems that is accurately representative of what you do and how you do it?

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

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

Very truly yours,

A handwritten signature in dark ink, reading "Cathryn B. Mobley" with a stylized flourish at the end.

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