

LONGWOOD

U N I V E R S I T Y

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June 21, 2018

ADDENDUM 2 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 2 to the RFP is being issued to answer questions received from prospective offerors.

1. What other systems is the Longwood CRM currently integrated with?

RESPONSE: Axiom as a bridge to Banner.

2. What is the MBA applicant number goal for the next year?

RESPONSE: Projected applicant goals were provided in Addendum 1.

3. What do the current enrollment, admissions, and retention online/on campus campaigns look like?

RESPONSE: Currently, there is little structure to the process for the MBA program. Admission decisions are made by a faculty committee on an ad hoc basis. We are doing little to no marketing at this time.

4. There is a small typo on page 2 of the document which suggests that the sealed proposals will be received until June 28, 2017 at 2:00 pm (instead of 2018).

RESPONSE: The typo was acknowledged and corrected in Addendum 1.

5. Reference Section III, Page 5, Paragraph 2, Lines 3-4: Are you able to provide further details on the internal feasibility research that occurred prior to generating this RFP.

RESPONSE: In the context of that section, we assume you are questioning analysis that determined that the MBA program has "not yielded an acceptable return". The task force performed a break-even analysis and found that we break even at 23 students.

6. Reference Section IV, Page 7, Article C, Item 4: Does your institution currently use a Customer Relationship Management (CRM) software? If so, what is it?

RESPONSE: TargetX.

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



7. Reference Section IV, Page 5, Paragraph 1: Has a budget been established for the scope of work outlined in the RFP?

RESPONSE: This question was answered in Addendum 1.

8. The RFP outlines an initial contract term of 1 year (9/1/18 – 8/31/19) with 4, 1 year optional extensions. Will the University consider proposals that are a minimum of 5 years in length?

RESPONSE: The contract/renewal terms included in the RFP is the University's desired contract structure; however, we would consider alternate terms proposed and negotiate them to our mutual satisfaction.

9. Are there limitations or guidelines in contract terms set by the Commonwealth of Virginia, the University, or any other entities that should be considered when proposing contract terms/duration? If so, what?

RESPONSE: No, but the contract term included in this RFP is the University's typical contract term and we normally do not have contracts that exceed ten (10) years, including all optional renewal terms. As stated in the response to question 8 above, we have stated our desired term for this contract and every agency of the Commonwealth of Virginia has the authority to do that, based on their needs.

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,



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

Name of Firm

Signature/Title

Date