

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT			1. Contract Number	Page of Pages	
				1	3
2. Amendment/Modification Number	3. Effective Date	4. Requisition/Purchase Request No.		5. Solicitation Caption	
GF-2013-R-0119-002	September 13, 2013			Strategic Marketing Plan for the University of the District of Columbia	
6. Issued By:		Code	7. Administered By (If other than line 6)		
University of the District of Columbia Capital Procurement Division 4200 Connecticut Avenue, NW Washington, DC 20008			University of the District of Columbia Capital Procurement Division 4200 Connecticut Avenue, NW Washington, DC 20008		
8. Name and Address of Contractor (No. Street, city, country, state and ZIP Code)			(X)	9A. Amendment of Solicitation No.	
				GF-2013-R-0119	
				9B. Dated (See Item 11)	
				August 30, 2013	
				10A. Modification of Contract/Order No.	
				10B. Dated (See Item 13)	
Code	Facility				
11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS					
X The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of Offers <input type="checkbox"/> is extended. <input checked="" type="checkbox"/> is not extended. Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods: (a) By completing Items 8 and 15, and returning <u>1</u> copy of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or fax which includes a reference to the solicitation and amendment number. FAILURE OF YOUR ACKNOWLEDGEMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by letter or fax, provided each letter or telegram makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.					
12. Accounting and Appropriation Data (If Required)					
13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS, IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14					
A. This change order is issued pursuant to: (Specify Authority)					
The changes set forth in Item 14 are made in the contract/order no. in item 10A.					
B. The above numbered contract/order is modified to reflect the administrative changes (such as changes in paying office, appropriation date, etc.) set forth in item 14, pursuant to the authority of 27 DCMR, Chapter 36, Section 3601.2.					
C. This supplemental agreement is entered into pursuant to authority of:					
D. Other (Specify type of modification and authority)					
E. IMPORTANT: Contractor <input type="checkbox"/> is not, <input checked="" type="checkbox"/> is required to sign this document and return <u>1</u> copy to the issuing office.					
14. Description of amendment/modification (Organized by UCF Section headings, including solicitation/contract subject matter where feasible.)					
Solicitation No. GF-2013-R-0119 for Strategic Marketing Plan for the University of the District of Columbia is hereby amended as follows:					
1) Questions and Answers (Attachment A).					
2) All other terms and conditions remain the same.					
Except as provided herein, all terms and conditions of the document referenced in Item (9A or 10A) remain unchanged and in full force and effect					
15A. Name and Title of Signer (Type or print)			16A. Name of Contracting Officer		
			Sherry Jones-Quasite		
15B. Name of Contractor		15C. Date Signed	16B. District of Columbia		16C. Date Signed
			<i>Sherry Jones-Quasite</i>		9/13/13
(Signature of person authorized to sign)			(Signature of Contracting Officer)		

GF-2013-R-0119
STRATEGIC MARKETING PLAN FOR THE
UNIVERSITY OF THE DISTRICT OF COLUMBIA
QUESTIONS & ANSWERS

- 1) QUESTION – The solicitation calls for a total lump sum price. Should the costs be additionally “line item” by ad rates, contractor creative costs and other costs?**

ANSWER – Please provide a Lump Sum Price as requested in Section B. Please provide a breakdown of the Marketing Plan in your proposal.

- 2) QUESTION – What time on Wednesday, September 11th, are questions due?**

ANSWER – Questions are due at 4:00 pm, local time.

- 3) QUESTION - Since the RFP has been designated as an expedited procurement with a proposal deadline of Monday, September 16 at 2 pm, when will the contract be awarded?**

ANSWER – The contract will be awarded by September 30, 2013.

- 4) QUESTION - Will the contract be awarded regardless of the number of respondents?**

ANSWER – Yes.

- 5) QUESTION - Is there an incumbent for this work?**

ANSWER – No.

- 6) QUESTION - The RFP states that the work begins September 30, 2013, however, if the contract is awarded promptly, can the work begin sooner? If so, how much sooner?**

ANSWER – Yes, upon contract award.

- 7) QUESTION - The RFP states in Section B.3 that the RFP is designated as an open market procurement with 35% subcontracting set-aside under the District’s provisions of the “Small, Local, and Disadvantaged Business Enterprise Development and Assistance Act of 2005”. If a contractor who responds to this RFP does not exceed \$250,000 in the costs to provide services, does that exempt them from the provision and completing K-8 and K-10 of the subcontracting plan.**

ANSWER – Offerors are to follow the instructions as outlined in the solicitation when submitting a proposal for this project.

8) QUESTION - What is the university's target audience and demographic?

ANSWER – The target audience includes junior and seniors at DC Public Schools, DC Charter Schools and private schools; targeted high schools in Prince Georges County, Fairfax County and Montgomery County Public Schools as well as Alexandria, Arlington and Prince William County. With respect to transfer students, the audience is Prince Georges County Community College, Montgomery College, Trinity University, Howard University, Strayer University and DC TAG Students who returned home for various reasons.

9) QUESTION - Does the university have an interest in targeting suburban and/or regional communities or only local DC market/residents?

ANSWER - See response no. 8.

10) QUESTION - What is the target age of a UDC student? Are HS students, counselors and families targets?

ANSWER - The target age includes the 18-24 range as the typical range for college students so targeting parents of the seniors in public school is critical as well as targeting counselors. However, targeting mid-career professionals in the federal and District governments who do not have a Bachelors Degree or those looking for an affordable degree in business or public administration would be desirable.

11) QUESTION - Is the university interested in targeting schools in Maryland? Virginia? West Virginia? Delaware?

ANSWER – Yes.

12) QUESTION - Would it be in the best interest for a contractor to submit a proposal that would optimize and utilize earned media over paid media?

ANSWER - A blend of paid and earned media would be appropriate. All mediums of advertising should be considered, including internet, cable, public access, bus, subway and subway stations and radio as well as print media.

13) QUESTION – Should a proposal be submitted to address the heavy paid advertising campaign outlined in the RFP or earned media campaign with limited advertising?

ANSWER – See response no. 12.