


| AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT | | | 1. Contract Number | Page of Pages | |
|---|----------|--------------------|---|---|------------------|
| 2. Amendment/Modification Number | | 3. Effective Date | 4. Requisition/Purchase Request No. | 5. Solicitation Caption | |
| GF-2013-R-0119-001 | | September 12, 2013 | | Strategic Marketing Plan for the University of the District of Columbia | |
| 6. Issued By: | | | 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 | | | | | |
| <input checked="" type="checkbox"/> The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of Offers <input checked="" type="checkbox"/> is extended. <input 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) Delete Section M.3 - Evaluation Criteria in its entirety and replace with revised Section M.3 (Attachment A). | | | | | |
| 2) The closing date for submission of proposals is extended from Monday, September 16, 2013, by 2:00 pm (EST) to Tuesday, September 17, 2013, by 2:00 pm (EST). | | | | | |
| 3) 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-Quashie | | |
| 15B. Name of Contractor | | 15C. Date Signed | 16B. District of Columbia | | 16C. Date Signed |
| | | |  | | 9/12/13 |
| (Signature of person authorized to sign) | | | (Signature of Contracting Officer) | | |

ATTACHMENT A

M.3 EVALUATION CRITERIA

Proposals will be evaluated based on the following technical and price evaluation factors listed in descending order of importance.

M.3.1 Volume 1 – Technical Capability Information Evaluation 80 POINTS

The Technical Proposal must include necessary information to enable evaluators to form a concrete conclusion of the Offeror's ability to manage and perform the work identified in the solicitation. The evaluation of each Technical Proposal shall measure the ability of the Offeror to effectively manage general construction projects, provided in response to the submission requirements specified in Section L.19.

FACTOR 1 PERFORMANCE STRATEGY (Section L.19.1.1) 30 POINTS

Subfactor 1 – Presentation of proposed campaign directed at applicants prospects for the Spring and Fall of 2014. This shall include the types of media the Offeror proposes, duration of advertisement and estimated cost for each type of media. - **(20 points)**

Subfactor 2 – Identify proposed markets and mediums to direct campaign message - **(5 points)**

Subfactor 3 – Demonstrate creativity through work samples from previous campaigns - **(5 points)**

FACTOR 2 HISTORY, EXPERIENCE AND DESCRIPTION OF THE COMPANY (Section L.19.1.2) 20 POINTS

Subfactor 1 – Legal structure and organizational chart of the Company – **(5 points)**

Subfactor 2 – Number of years of experience and expertise in the field – **(5 points)**

Subfactor 3 – Experience with higher education clients, specifically recruitment campaigns – **(5 points)**

Subfactor 4 – Affiliated services, i.e. printing vendors, give-away vendors, article and features placement services and production studio facilities – **(5 points)**

FACTOR 3 PAST PERFORMANCE (Section L.19.1.3) 20 POINTS

Subfactor 1 – Three similar projects in the last three years that demonstrates successful experience marketing in higher education - **(15 points)**

Subfactor 2 - One reference for each project - **(5 points)**

FACTOR 4 RESUME OF KEY PERSONNEL (Section L.19.1.4) 10 POINTS

Subfactor 1 – Resume and availability matrix of consultants - **(6 points)**

Subfactor 2 - Number and profile of media and PR staff - **(2 points)**

Subfactor 3 - Senior management position and profile - **(2 points)**

FACTOR 5 PRICE PROPOSAL EVALUATION 20 POINTS

The price proposal evaluation will be objective. The Offeror with the lowest price will receive the maximum price points. All other proposals will receive a proportionately lower total score. The following formula will be used to determine each Offeror's evaluated price score:

$$\frac{\text{Lowest price proposal}}{\text{Price of proposal being evaluated}} \times 20 = \text{Evaluated price score}$$

M.3.2 PREFERENCE POINTS 12 POINTS

Preferences for Local Business, Disadvantaged Business, Resident-owned Business, Small Businesses, Longtime Resident Businesses, or Local Businesses with Principal Offices Located in an Enterprise Zone in accordance with Section M.4. The maximum preference points a Contractor can receive is 12. The preference points will be added to the Contractor evaluation score.

M.3.3 TOTAL POINTS 112 POINTS

The maximum total points awarded under the solicitation are 112.