Date: September 1, 2020

To: All Prospective Bidders

From: Wendy Johnson, Assistant Director
Robert Powell, Buyer

Re: Addendum Number #2 to Solicitation Number #91817 – Creative Services

This Addendum is being issued as a result of questions received from potential proposers.

Due Date Instructions:
Technical and Pricing Proposals are due no later than 2:00pm on September 11, 2020 ET. Please follow the box submission instructions carefully.

Any pending questions will be answered as soon as possible.

1. Can the Prime Contractor fulfill the MBE requirement if a subcontractor is not needed?
   Answer: An MBE Prime can self-perform up to one-half (50%) of the MBE subcontracting goal. The remaining 50% still must be performed by a different MBE subcontractor.

2. Scope of Work, Category 2: TV & Video Creative Production --- Does UMGC anticipate the Contractor will be required to travel outside of the DC-Baltimore area for video production?
   Answer: It is not a requirement.

3. Regarding Appendix B.2, can you be more explicit regarding what you mean by “for production work, provide rate card pricing and/or sample project pricing”. Can you provide examples for how you’d like to see that broken down or expressed?
   Answer: A flat blended fee or a not to exceed of a sample by size, format (i.e., ½ page bw ad, standard animation, etc.)

4. Appendix B.2, What is the expected deliverable for “Creative Strategy and Direction” (first line item in the table)?
Answer: Overarching campaign concepting, strategy and direction.

5. Appendix B.2, What are you asking us to base the “Flat Fee/Sample Pricing” on? Is this supposed to be a “not to exceed” cost for a prototypical final product for each of the requested line items?
   Answer: Yes, a not to exceed is acceptable

6. Where in the budget is there a provision for pass through expenses for things such as photography (or stock), music, artwork or animations to be used to fulfill the RFP? Where should we reflect those costs on the pricing forms?
   Answer: The value of the contract is not to exceed $1MM. All projects are project-based and talent and photography needs should be included in project estimates.

7. Am I correct to assume that production-related travel is not reimbursable under this contract? What other job-related costs are representative of your definition of “reimbursables”?
   Answer: Travel expenses will not be reimbursed

8. Are we expected to identify our Maryland-based MBE subcontractors as part of the bid process? Or, does that phase of work happen once we advance to the next level?
   Answer: Yes. Refer to Appendix M, Part A2 – MBE Utilization and Fair Solicitation Affidavit must be completed and included with the Technical proposal. This is non-curable. It further goes on to state that, Part A-3 – MBE Participation Schedule must be completed and included with the Price proposal. This is non-curable. In the MBE Participation Schedule, under Section B, the Prime Contractor puts the name and other requested information for the subcontractor(s) the Prime intends to use on the project. The Prime needs to fill out both left and right columns.

9. What are the selection criteria? What criteria is the most important, or what is the order, for example, where does location sit in the decision-making process, or how necessary is previous higher ed experience?
   Answer: Creative quality and demonstrated ability to achieve clients’ desired business results will be the top selection criteria. National experience and Higher education experience are preferred.
10. When it comes to production, are the marketing team happy with the current standard or looking to change things in some way (e.g., to a higher level)?
   Answer: We expect to maintain our high standards for production and are always seeking ways to innovate and improve.

11. Are there any brands within the learning or virtual learning space that you aspire to be, or at least consider a great example of success?
   Answer: We will discuss needs with shortlisted agencies.

12. Is having reached the spend threshold the only reason for issuing the RFP?
   Answer: No

13. General - Is it preferred to work with a single agency or multiple agencies?
   Answer: The goal is to award to multiple agencies and will be based on the evaluation outcome.

14. General - If there are multiple agencies - how do you envision these agencies working together?
   Answer: Collaboratively and on an ad-needed basis.

15. General - Do you have a budget in mind?
   Answer: The value of the contract is $1MM.

16. General - What has been your 2020 ad spend to date?
   Answer: We will discuss with shortlisted agencies.

17. General - Do you have a media/asset library/budget?
   Answer: We do have assets, which will be made available as needed to awarded agencies.

18. General - What have been your most successful efforts to date?
   Answer: We will discuss with shortlisted agencies.

19. Digital - What has been your digital ad spend to date in 2020?
   Answer: Digital is a significant portion of our media mix. We will discuss with shortlisted agencies.

20. Digital - What is the current martech stack?
   Answer: Will be shared with shortlisted agencies.

21. Digital - What have been your most successful efforts to date?
   Answer: We will discuss with shortlisted agencies.

22. Digital - What have been the biggest digital challenges you've faced to date?
   Answer: We will discuss needs with shortlisted agencies.

23. Digital - What current technologies are used across your digital ecosystem?
Answer: We will discuss needs with shortlisted agencies.

24. We would like to request a Capabilities Statement from interested MBE firms for subcontracting work.
   Answer: You may contact Pamela A. Welzenbach, Compliance Manager and MBE/SBR Liaison, Department of Procurement and Business Affairs. She can be reached at 301-985-7155, or pam.welzenbach@umgc.edu

25. Is there a waiver we can get that we can use to bypass providing sensitive financial type of information in order to become a certified MBE firm?
   Answer: The Maryland Department of Transportation (MDOT) has oversight over the MBE program and not UMGC. Please refer to the following MBE address for additional information. http://www.mdot.maryland.gov/newMDOT/MBE/Index.html

26. I would like to make sure that our certification is recognized. We have not been designated as an MBE via MDOT and I wanted to confirm if this is necessary.
   Answer: If a firm plans to submit a proposal as the Prime Contractor for the Creative Services RFP #91817, you do not have to be a State of Maryland MDOT-certified MBE firm. However, if you plan to offer your services as a Subcontractor to another firm who will serve as the Prime Contractor, then you MUST be an MDOT-certified MBE subcontractor. As the Prime Contractor, a firm would have to hire one or more MDOT-certified MBE subcontractor(s) to meet the 1% subcontracting goal. Unfortunately, the State of Maryland MBE Program does not recognize the NMSDC certification.

27. Submission Format:
   Are there layout requirements? Is simple text or a specific design format required?
   Answer: No there is not a specific layout requirement for submissions. We just ask that you make it clear as to which category and question you are responding to.

28. Should the individual technical sheets (Appendix A.3) for each of the 6 categories be inserted under section 2.1 Methodologies/Approach (pg. 13)?
   Answer: Ideally, yes.

Staffing:

29. Is the same team of individuals required to be staffed (Section 2.2) across all 6 categories? Can members of them vary from section to section?
   Answer: No, that is not a requirement. The agency should provide the best team structure needed to meet the needs of the category and if appropriate how teams across categories would communicate.
**Brand:**

30. What is the current brand strategy?
   *Answer: We will discuss in detail with shortlisted agencies.*

31. Will the current brand strategy be the basis for this creative?
   *Answer: We will discuss needs with shortlisted agencies.*

32. Is there a shared brand relationship between UMGC and any or all of the University of Maryland’s College Campuses?
   *Answer: University of Maryland Global Campus has its own branding and marketing needs, separate from other USM institutions.*

**Current Resources:**

33. What are UMGC’s current in-house creative and production resources and what are their roles?
   *Answer: UMGC has an in-house agency structure with video production, design, editorial and strategy roles. Our goal is to work in-partnership with external agencies to build the brand and execute.*

34. What are the KPIs for the UMGC ad campaign? How will success be measured?
   *Answer: Depending on the category success will be measured by brand awareness and conversions to enrollment.*

**Existing UMGC Campaign Videos:**

*For those who are brand aware, metrics indicate a positive consumer response to the brand and the University plans to grow its portfolio of advertising and marketing assets. As we further our mission to bring higher education to Marylanders and the nation, the university seeks creative thinkers and doers to work with our in-house team to help us build the brand and drive enrollments.*

35. Will the creative be a continuation of the current style that is aligned with the recent metrics or will a new creative approach be considered in support of continued brand building and driving enrollments?
   *Answer: Creative approach will be driven by performance and the needs of the business. We anticipate that will include an evolution of the campaign during the course of this contract.*

**Print Deliverables:**

36. “Resize” – Is this in regard to resizing the current print campaign assets and/or is it specific to new assets created by us?
Answer: This is a resize of an approved print asset, which may be one that currently exists or an asset that was developed recently. In either case native files will be made available.

37. Where do the print ads typically run? Ex. Trade Publications, Newspaper etc.
   Answer: Both.

38. Please confirm:
   a. Photography costs ARE NOT included in the overall $1MM budget
   b. Talent costs ARE NOT included in the overall $1MM budget.
   Answer: The value of the contract is not to exceed $1MM. All projects are project-based and talent and photography needs should be included in project estimates.

**Digital Deliverables:**

39. What is the email platform being used currently?
   Answer: UMGC uses multiple email platforms including Marketo, Silverpop and on occasion we deliver packaged HTML files to partners for distribution.

40. Would we work with the in-house team and/or web developers to program the landing page templates that we’d create?
   Answer: Landing pages would involve design consultation only

41. Do the campaign landing pages exist on the current website or a separate microsite?
   Answer: They exist within our CMS

**Video Deliverables:**

(Flat Fee/Sample Pricing)

   - Video – Update to existing
   - Video – New with no location/talent scouting
   - Video – New with location and/or talent scouting

42. Are costs required for Production (filming) & Post-Production (edit/audio/graphics) without knowledge of the concept?
   Answer: A rate card pricing would work

43. “Update to Existing”
   a. Is this in regard to updating the current campaign videos or is it specific to new creative concepts?   Answer: Both
   b. Will new creative be combined with existing assets/footage from the current campaign? Answer: Depends on campaign and feasibility of production

44. “New with no location/talent scouting” and “New with location/talent scouting” – What services should be included in the Flat Rate?
   Answer: Flat rate should include all services you are providing at that rate
45. Are there details or approximations that can be shared concerning the number of videos, number of locations, and talent estimates?
   Answer: Estimates should be based on per video

   **Radio Deliverables**

   46. These are not listed on Pricing Form. Should they be included in the Pricing Plan?
   Answer: Yes

   **OOH Deliverables**

   47. These are not listed on Pricing Form. Should they be included in the Pricing Plan? Sample pricing should be included.
   Answer: Please include standard pricing or estimates based on digital versus traditional billboard and agency time.
ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA FORM

Solicitation: UMGC Solicitation #91817 – Creative Services

Proposal Due Date: September 11, 2020 by 2:00 p.m. ET

NAME OF PROPOSER: ____________________________________________

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA

The undersigned, hereby acknowledges the receipt of the following addenda:

Addendum No. ______ dated ________________
Addendum No. 2_______ dated ________________
Addendum No. _______ dated ________________
Addendum No. _________ dated ______________
Addendum No. ____________ dated ____________
Addendum No. ___________ dated ____________

__________________________________________
Signature

__________________________________________
Name Printed

__________________________________________
Title