ADDENDUM 2

DATE: April 16, 2014
PROJECT: SBMI Digital Marketing Campaign
RFP NO: 744-R1421
OWNER: University of Texas Health Science Center
           Houston, Texas
TO: Prospective Bidders

A. The following are revisions to the general information provided in the RFP posted April 2, 2014:

- **Cover Page**

  Bid Submittal Deadline: April 29, 2014, 11:00 AM CST

- **2.1 Submittal Deadline**

  University will accept proposals submitted in response to this RFP until 11:00 AM, Central Prevailing Time on April 29, 2014 (the “Submittal Deadline”).

- **2.4.3 Proposal Submittal Deadline**

  April 29, 2014, 11:00 AM CST

- **5.4.7** Do you attest that your company meets all of Contractor Minimum Qualifications as outlined in Specifications and Additional Question Section 5.2, A-D? If no, please identify the qualification that your company does not meet and provide an explanation. Failure to meet minimum qualifications may result in the rejection of your bid.

- **5.5 Term of Agreement**

  The Agreement Term, at the University’s discretion, shall consist of Contractor’s completion of Tasks 1 and 2 plus twelve (12) months Social Media Management services with an option of four (4) consecutive one (1) year terms of Social Media Management services.

- **Section 6 Pricing and Delivery Schedule (revised 04/15/2014)** replaces the Section 6 schedule included in the original RFP document and MUST be completed and included in the Proposer’s submitted Proposal. This document is available via a link on http://www.uthouston.edu/buy/bid-list.htm.

- The graphic, editorial and web standards have been updated—reference Exhibit A - UTHealth Graphic, Editorial, and Web Standards (revised 04/15/2014). This document is available via a link on http://www.uthouston.edu/buy/bid-list.htm.
B. *The following are responses to prospective Proposers’ questions received by the April 11, 2014 Questions Submittal deadline:*

1. **Would UTHealth be open to the suggestion of additional web properties/solutions not asked for within the RFP?**
   
   **Answer:** Web properties/solutions not included in but related to this RFP may be included in the Proposer’s response to Appendix One 3.5.1. However, such services unrelated to this RFP for a separate project will be solicited for in a separate solicitation; please check the UTHealth bid postings ([http://www.uthouston.edu/buy/bid-list.htm](http://www.uthouston.edu/buy/bid-list.htm)) for regular updates.

2. **What current web-specific analytics and reporting tools are currently being used?**
   
   **Answer:** SBMI is currently using Google ad words and Google analytics.

3. **Regarding the pricing of Task 3, should the Proposer provide a monthly retainer? If so, how many months?**
   
   **Answer:** Yes. Per this Addendum 2 Section A, the Proposer must use the **Section 6 Pricing and Delivery Schedule (revised 04/15/2014)** to provide a monthly rate for 12 months for Task 3.

4. **What is the duration of this contract? Is this contract renewable?**
   
   **Answer:** Reference **5.5 Term of Agreement** included in this Addendum 2 Section A.

5. **Is this a continuation of a previous campaign, and what has SMBI done in the past?**
   
   **Answer:** No, this project is not a continuation of a previous campaign. Previous marketing work was completed on an ad hoc basis.

6. **Is there an incumbent?**
   
   **Answer:** No, there is not an incumbent.

7. **What is the incumbent doing in the traditional space, and what are other marketing efforts does SBMI have going on?**
   
   **Answer:** Not Applicable—see response to question no. 6.

8. **Regarding SBMI enrollment for 2015, what is the number of students SBMI is looking to enroll?**
   
   **Answer:** SBMI desires to enroll 200 full-time students in 2015.

9. **What is the budget?**
   
   **Answer:** The budget for this project is not being disclosed.
10. What University department and key contacts will this campaign work with and what is the responsibility of this department?

   **Answer:** The Contractor will work with designated members of SBMI Academic Affairs, whose responsibilities include improving SBMI’s presence on the web and increasing student enrollment to targeted numbers outlined by the Dean of SBMI.

11. What is SBMI’s position on contracting an agency that is not located in Houston?

   **Answer:** SBMI has no preference to an agency’s location as long as it is able to successfully satisfy, or exceed, the purpose, objectives and expectations of the campaign.

12. What is the total historical spending level on all items included in this RFP (5.3.1, A-K)?

   **Answer:** This information is not available.

13. Roughly what percentage of the budget would SBMI like to see allocated to assessment?

   **Answer:** The budget or cost for each task specified in the scope of work should be determined and allocated according to the Proposer’s expertise and qualifications based on the project specifications—see Section 5 of the RFP. Likewise, the Proposer’s determination and allocation should be supported by its Proposal.

14. Besides University of Chicago, who does SBMI consider to be its primary competitors and why?

   **Answer:** The University of Chicago is not SBMI’s competitor. The University of Illinois at Chicago, Columbia, Michigan, Ohio State and Arizona are a few of the universities that compete with SBMI for students.

15. Are there any current brand tracking/awareness studies in place?

   **Answer:** No, current brand tracking/awareness studies are not in place.

16. Is there existing branding/brand strategy documentation that SBMI can share?

   **Answer:** The SBMI brand is in accordance with the UTHealth brand—reference Exhibit A - Graphic, Editorial, and Web Guidelines and Standards (revised 04/15/2014) and Exhibit B - Social Media Guidelines of the RFP.

*Responses to the remaining questions will follow in a separate addendum.*

**END OF ADDENDUM 2**