ADDENDUM ONE TO ALL FIRMS:

Reference: Request for Proposal (RFP) #LP090310

Commodity: Frank Batten School Branding & Communication Services

Dated: September 3, 2010

Proposal Due: September 16, 2010

Please reference the following for clarifications and changes to the RFP #LP090310 issued on September 3, 2010 for Frank Batten School Branding & Communication Services:

1. The desire for consultants familiar with the Batten School's admissions-based software would seem to require consultants with experience at UVA or other higher education institutions using that software. Correct? This is not required, but desirable.

2. Does the Batten School anticipate that the weekly meetings with the project manager will be in person, by telephone or some combination thereof? Will preference be given to local firms? No preference will be given. Meeting format will be coordinated and agreed upon between the Batten School and the firm.

3. What is the budget range available for this work? Approximately $125,000.

4. In the "Scope of Goods and Services" section, B3, it mentions the University's admissions-based software. What is the name of the software currently used? The Batten School anticipates implementing ApplyYourself, the software currently used for most graduate programs at the University.

5. In the "Scope of Goods and Services" section, D2, it mentions implementing a CRM system. Does the Batten School have a short-list of potential CRM providers it is considering? No.

6. How does the Batten School leadership perceive its “comparative advantage” in the market today? The Batten School leadership perceives comparative advantages in several areas; part of the expectation for this RFP is that firms would provide thoughts on the Batten School comparative advantage as part of their response.

7. Who are the key competitors/peers as seen by the Batten School leadership? Tier I Masters of Public Policy (MPP) programs.

8. We understand that a formal competitive analysis has not yet been done, but how does the Batten School leadership perceive top competitor strengths and weaknesses today? Part of the expectation for this RFP is that firms would provide thoughts on the Batten School’s competitor’s strengths and weaknesses as part of their response.

9. May we see a copy of the Batten School’s marketing plan and charter? (or other plans for the program?) Part of the expectation for this RFP is that firms would provide thoughts on a marketing plan for the Batten School as part of their response.

10. If the Batten School could solve one problem with marketing communications, what would it be? There is not much history with the Batten School and marketing, so the School doesn’t know what the “one problem” is to solve.

11. Who do you believe are the three most important audiences for this initiative? Prospective employers/Batten School partners for educational collaboration & support, prospective faculty, and prospective students.
12. Is there an incumbent agency for communications, advertising or web services? **No. However Lipman Hearne is working on the initial web design/development for fall recruitment.**

13. What is being spent on marketing this year? **There is a limited marketing budget this year.**

14. Will there be an additional RFP for the design and execution of the branding strategy in collateral and for the website? **There will not be a separate RFP for a branding strategy – branding is a part of the work that Lipman Hearne is providing now and the Batten School would expect the select firm for this RFP to continue to assist in defining/refining the School’s brand.**

15. Is the Batten School requesting implementation services for external communications in the form of a proposal for ongoing public and media relations support (ie. someone who writes press releases and pitches media, etc since you do not have staff) after the development and deployment of the strategy, key messages and primary materials? If so, for how long? If not, is the Batten School looking for any implementation of media or public relations beyond the message and materials development described (website and brochure)? **The Batten School is only asking for advice, not implementation services, on broader external relations issues. This would seem to cover the discrete press releases and external media support about which this question is asking.**

16. While the term of the contract awarded is one year, is that the time frame in which the Batten School anticipates/ requires that the work be completed by? **Possibly, but this will be coordinated and agreed upon between the Batten School and the firm.**

17. What research does the Batten School have about the brand or reputation of the University as a whole? **None available.**

If you have any questions concerning this Addendum or the RFP, please contact me at (434) 924-4216. Thank you for your participation in this RFP process. I look forward to receiving your firm's proposal.

Sincerely,

Lori Ponton
Senior Buyer

Please sign below, acknowledging receipt of this Addendum and return this document with your response to the RFP.

_________________________________________  ______________________________________
Signature                                          Name of Firm

_________________________________________
Please Print Name of Person Signing Above          Date