The information contained in this document is a compilation of questions received to date. Along with each question are the answers, which the University subsequently compiled to respond to the questions.

1. **The Scope of Goods and Services** states that “The analysis of the survey data will produce meaningful comparisons of the University’s results with similar results of college graduates on a national basis as well as a subset of selected peer and aspirant universities.” Under the Contents of Proposal section, paragraph 1 requests “A detailed plan to build and provide a representative study of University alumni that measure and quantify their overall wellbeing.” As a representative sample of University alumni will only include University of Virginia alumni, how does the University plan to compare the responses of its alumni to those of U.S. college alumni in general and the subset of peer and aspirant universities mentioned under Scope of Goods and Services?

   **Yes. The firm is expected to either have this information already available or conduct a parallel survey.**

2. Does the University have such information at hand?
   **No, this is to be provided by the firm.**

3. If so, details would be very helpful to preparing a response. If not, will the contractor be responsible for providing such information?
   **Yes, the firm is responsible for providing this information.**

4. If so, is it anticipated that the contractor would conduct a parallel survey of U.S. college alumni in order to obtain comparable data?
   **Yes. The firm is expected to either have this information already available or conduct a parallel survey.**

5. Additionally, how are peer and aspirant institutions defined?
   **The peer and aspirant institutions would be all AAU institutions broken out by public and private (approximately 60 institutions).**
   [https://www.aau.edu/about/article.aspx?id=5476](https://www.aau.edu/about/article.aspx?id=5476). A small group of institutions would likely require a very large national sample in order to identify sufficient numbers of alumni to provide meaningful comparisons.

6. Is there an incumbent or is this a new opportunity?
   **No incumbent. This is a new opportunity.**

7. Is this opportunity related to the University of Virginia Alumni Association RFP for survey development and deployment professional services released on October 28, 2013?
   **No, this is not a related RFP.**

8. Will firms selected by the Alumni Association receive any advantages with respect to consideration of the present proposal? **No.**