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

1. Is there a ballpark range for the budget, or a not-to-exceed amount? Does the total budget need to divide evenly across the five-years?
   **We do not divulge the budget for our procurements to the responding firms. No and not applicable.**

2. Please clarify the preferred frequency and nature of reporting as this affects the budget and timeliness of information provision based on the needs of the University.
   **We are looking for an initial report and then annual updates.**

3. What would be the nature of the evaluator’s contribution to the quarterly subcontracting reports?
   **This question not understood.**

4. Does the University prefer that the survey be anonymous or is there interest in tracking individual participants over the five-year period? **Anonymous**

5. What is the desired timeframe for the first survey administration?
   **Normally, a survey should take no longer than six weeks. Given that we have added the requirement to compare our data with other institutions, more time may be required if they do not already have such data.**

6. What is the total alumni base? About how many expected graduates would be added to the alumni pool during the study period?
   **The current alumni base is approximately 210,000. Annually, we add about 6,000 and lose between 500-1,000.**

7. If the survey is administered via email, does the University have a database of all alumni emails? If not, what is the preferred method of administration for the survey?
   **Yes, we have approximately 160,000 alumni email addresses.**

8. Has UVA done any primary market research among their alumni population in the last 3 years?
   **Yes, the Alumni Association polls the alumni every three years, with the last in 2012. The Office of Institutional Assessment periodically surveys the alumni as well.**

9. Regarding Section D, point 2: Why does UVA want report findings delivered throughout the year, rather than a single report deliverable?
   **It may not be possible to survey and analyze all the data at the same time. This gives the Selected Firm an opportunity to stretch out the work.**

10. Is the University particularly interested in any age segments? Or all living alumni? Is there an upper end of the age range you’re not interested in? (e.g. alumni over 75?)
    **All living alumni**

11. How many alumni do you have good email addresses and phone numbers for?
    **Approximately 160,000**
12. Regarding the Q&A response on April 16, questions 4 and 5: Are there specific institutions that UVA would like to compare alumni responses to? Yes, the AAU institutions.

13. We noticed the Term of Agreement on page 2 indicates that this agreement is for a period of five years. Does UVA expect a research and report annually for five years? Can you please provide clarification on this term? We expect that fresh data on both our own alumni as well as comparative institutions will change, particularly as new graduates enter the workforce. Annual updates will capture this as well as longitudinal trends.

14. Since we are required to register as a vendor and the UVA Vendor Registration form is subject to the Purchasing Terms & Conditions, will these T&Cs be incorporated into the agreement as well? The PO Terms and conditions are incorporated into our Agreements.