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. With regards to producing “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” (pg. 3 of the RFP dated April 11, 2014), can you specify how many and which of the AAU universities UVA desires to include in that “subset.”
   **The subset is the entire AAU.**

2. Please also clarify the extent to which “similar results” are required. For example, there are a number of older studies (10+ years) regarding the career satisfaction of college graduates. Would these qualify as “similar”?
   **I don’t believe 10-year-old peer data will be acceptable.**

3. Given that UVA is “looking for innovative ways to measure the well-being of its alumni” and “new, useful measures to define the value of the University degree” (pg. 3 of the RFP dated April 11, 2014), it would seem that a parallel study is a sine qua non requirement if the results are to be at all comparable. Is the contractor expected to bear the cost of the parallel study or is it appropriate to build it into this proposal?
   **It is appropriate to build it into this proposal.**

4. To what extent is UVA available and willing to facilitate the contracting firm’s access to the comparison universities’ alumni data bases should a parallel study be needed?
   **We will certainly encourage other AAU institutions to help in any way we can.**

5. With regards to previous alumni polls, what are the sample sizes you usually recruit for, and what is the usual response rate?
   **The normal size of the past alumni survey have been 10,000-15,000. The response rate ranges from 25-30%.**

6. In the Alumni Association Polls, what types of information are included in the standard tracking survey (such as, screening criteria, key measurements, and other pertinent standards)?
   **The screening criteria is all alumni. The past questionnaires have focused on perceptions of the University, affinity for and attitudes towards various aspects of the University, how alumni received news about the University and, recently, how alumni use social media with the University.**

7. How far back into the alumni database would the university like to go?
   - Are there specific graduating years that the university would like to focus on? (Ex., would the University want to prioritize Alumni who have graduated 10 years? 20 years? Some other time frame?)
   **There are no target cohorts. We are looking for broad alumni coverage.**

8. Will the University require representative sampling of alumni from across the institution’s undergraduate and graduate schools/programs?
   **Yes, that is desirable.**

9. What graduation years would the University like to target for national/competitor benchmarking?
   **The range should include alumni from 1950 through present.**