

**University of Maine System
Market Research Services - RFP# 2018-52
ADDENDUM #02**

QUESTIONS

1. With the wide potential of options on methodologies, is there a budget range committed to this project to help provide the appropriate options?

ANSWER: Yes

2. When is the last time research like this was conducted for the UMS as a whole or for member institutions?

ANSWER: 2014-2015

3. How campus-specific are you expecting the results? (i.e., is it the firm's responsibility to align each opportunity with each campus, etc.?)

ANSWER: Minimally results by region within Maine and by state outside of Maine would be helpful

4. What is the reason for doing this project now?

ANSWER: We need to refresh our market research, gain a better understanding of the programs of the future/in demand, and better understand the modalities and approaches to the offering of such programs – see the RFP for more detail

5. At the beginning of the research, will the selected firm have the opportunity to conduct interviews of leadership of each UMS member institution in person? Via telephone? A combination of these methods?

ANSWER: Yes – either or both methods

6. Is it reasonable to expect that, at the conclusion of the research, the selected firm would have the opportunity to discuss the findings and their implications with members of each of the seven universities at the same time and/or place?

ANSWER: We would want this to occur – either live or one meeting via technology

7. Can you elaborate on your question about optional ways a firm can help you in “formulating and executing strategies?” (i.e, who do you envision the firm potentially working with an institution? Academic departments, provosts/VP of Academics, etc.?)

ANSWER: Primarily leadership within the UMS and the campuses, beginning with the VCAA and the CAOC but including the Presidents and Chancellor (and key Trustees?)