

**University of Maine System
Market Research Services - RFP# 2018-52
ADDENDUM #03**

QUESTION

1. To what degree should the Consultant be prepared to guide the University of Maine System to address activities in 1.1.4.2. Internal Communication Related to Market Research: Should the Consultant focus on developing a plan and sharing a framework to make use of the data and research findings, or should the Consultant be prepared to guide UMS through that planning process, partnering with the system to accomplish the planning.

ANSWER: The former - focus on developing a plan and sharing a framework to make use of the data and research findings. We need advise on how to best roll this out internally and actually set up a process to use the data...