University of Maine System
RFP #86-2018
Market Research – University of Southern Maine
ADDENDUM #1

University Response to Inquires

QUESTIONS

1. Are internal audiences, such as current USM students and faculty, considered key influencer groups to be interviewed?

It is possible that we will want to interview internal audiences as part of this project, most especially alumni. However, for the purpose of bidding, do not include such interviews. If it decided to pursue this, we will negotiate later with the vendor on the costs.

2. Will we have access to current USM student and faculty, and alumni contact databases to perform our outreach?

If we do choose to include interviews with internal audiences, we will likely need to work out an arrangement where USM sends out research questions on behalf of the vendor.

3. Can the University of Maine System provide a budget range or maximum total amount anticipated for this research?

We are willing to spend what is necessary, but costs will be a factor in the selection of a vendor.

4. Is the intent to design a study for USM that is more generic to allow for the study design to be later employed with at other colleges in the university system?

No.

5. Does the University of Maine System have a preference for the exact locations of the 4-6 focus groups or is the research going to determine that on their own?

We would prefer that two locations be in different regions of Maine and two in New England. MA and CT might be best, but we are willing to discuss with vendor.

6. Are the 1 to 3 names to test already determined or should the researcher expect to participate in their construction during the initial part of the research effort?

We already know of two variations of a name we would like to test. We are not expecting the vendor to come up with other options, but they are welcome to suggest ideas with us.

7. Will USM provide any additional background to the awarded proposer on their current marketing or strategic planning efforts?
Yes.

8. How may onsite visits should the proposer expect to make to either USM or the University of Maine System offices for this project, excluding travel to the 4-6 group sites?

We would expect at least one face-face-face meeting at USM's Portland campus at the outset and would also expect subsequent meetings would need to take place either face-to-face or remotely during the development and execution of of the research. We would also expect a final face-face presentation of the final report at the conclusion of the project in late September/early October.

9. Does the University have an expectation regarding the length of the final report(s)?

No.

10. Does the University have a preferred format for the final deliverable(s)?

No.

11. How has the University attempted to gather this information in the past?

We have not attempted to gather this information in the past.

12. What is the university's process to define and communicate any changes in scope?

If we wish to expand the scope of the project or the vendor suggests additional avenues to explore, we will negotiate the added costs with the vendor. If we feel we can afford it and the vendor is willing and able to add the work, then we will pursue it.

13. How does the University define success of this research initiative?

Success will be defined by having the information and data necessary to make an informed decision on whether or not to change our name. It is also hoped that the research will inform us on public perceptions of USM and marketing messages and audiences to pursue, whether or not we change our name

14. Are there any significant internal deadlines that the vendor should be aware of?

We are expecting this project to be completed in six to eight weeks, with a final report delivered and presented in late September/early October. Work must absolutely be completed in October.

15. How will the partnership be managed on behalf of the University?

Bob Stein, Executive Director for Public Affairs and Marketing, will be the vendor's primary contact.

16. Is there a primary point of contact that the awarded contractor will work with to address any questions related to the project?

See above.

17. Does the University have a list of preferred vendors?

No.

18. Will USM provide the selected vendor with possible new names for the institution or will it be the selected vendors' responsibility to develop possible new names?

See answer to question 6.

19. Can you provide us the top 10 targeted regions both within Maine and New England?

In Maine, Greater Portland, Lewiston/Auburn/Central Maine, Saco/Biddeford/York County Greater Bangor.

Outside of Maine: northern MA, Boston area, NH, CT, VT, NY Metro

20. What cities/towns do most USM students come from?

Portland, Lewiston/Auburn, South Portland, Westbrook, Saco/Biddeford, Bangor, Augusta

21. What is the history of past names for the USM campus?

USM was established as the Gorham Normal School in 1878.
During the Great Depression, Portland University was founded as a separate institution in Portland.

In 1970, the two schools merged into the University of Maine at Portland-Gorham (often referred to as PoGo)
In 1988, the university added Lewiston-Auburn College and was renamed the University of Southern Maine.

22. Are there campus names already being considered?

Yes.

23. Is there a data set for prospective students available and are there data user agreements in place or onsite?

Although we have a database of prospective students (that is, students who have inquired about USM), we would be reluctant to share that list with the vendor. Moreover, for the purpose of this study, it would be preferable to research prospective college students who have not yet considered USM.