

REQUEST FOR PROPOSALS # 2025-079
Higher Education Virtual Tour Solution
RESPONSE ADDENDUM #1
June 9, 2025

QUESTIONS

1. Would you be open to vendors moving Appendix H1 – Solution Requirements Matrix into Word so that we can expand upon our response and include screenshots/images where necessary while ensuring the vendors maintain integrity of the Excel file?

[ANSWER: Appendix H-1. Solution Requirement Matrix should be submitted as an Excel file only.](#)

2. We are extremely cautious in sharing information that contains our security safe measures for data. Would UMS accept this information via a secure box link?

[ANSWER: We require a date and time stamp on the submission including all the required materials, to the email provided on the cover page of the RFP.](#)

3. Because our services require collaboration among a variety of staff, flexibility in the utilization of staff at varying levels of compensation, and a commitment to client success, we do not cap our projects nor use hourly billing arrangements and instead charge a fixed fee. For the Pricing Excel Table, would UMS consider respondents just providing pricing in Tables 1, 1B if Tables 2 and 3 are not applicable to the fixed fee pricing model?

[ANSWER: If a table in Appendix C does not apply to your pricing model, you may indicate that it is not applicable.](#)

4. For the Pricing Excel Table, can you please explain the differences in Table 1 vs. Table 4?

[ANSWER:](#)
[Appendix C, Exhibit 1 is pricing for the solution offered.](#)

[Appendix C, Exhibit 1, Table 4A is for additional components for consideration at a later time. These costs will not be factored into the cost formula for evaluation, unless it is determined it is a requirement from the University's perspective.](#)

5. Do you have specific languages you want the tour(s) translated into?

[USM Answer: We would like the tour in English. It would be helpful for our tour to be translated into Spanish, French, Portuguese and Mandarin.](#)

[UMA Answer: Primary language would be English but would be Spanish, French, Mandarin, Arabic, Somali and African/South African Languages such as Swahili, Yoruba Zulu, Xhosa \(and others\)](#)

6. How many tour stops are desired for each virtual tour?

[USM Answer: The number of tour stops will vary for each campus. For the Gorham Campus, we would like at least 12 tour stops, for the Portland Campus at least 10 stops, and for the Lewiston Campus we would like at least 5 tour stops.](#)

[UMA Answer: UMA has two main campuses Augusta and Bangor; this would include 10-15 stops per campus. Augusta would also require additional stops for buildings not directly on campus – UMA Capital Center.](#)

[Handley Hall and Stevens Commons \(Dorms\). Bangor would require additional stops for Dental and Vet Tech. These additional buildings may require 5 stops per building. Finally, we have 7 satellite campuses that may require 1-3 stops.](#)

7. How many foreign languages are desired for each virtual tour? Are the foreign language tours audio-only or should they have video guides?

[USM Answer: We would like a minimum of four foreign languages for each tour. We do not require video guides for foreign language tours. An audio only guide would be enough.](#)

[UMA Answer: Foreign language tours would not require video guides, but we would like the ability to accommodate the languages listed above and the flexibility to add more if we find we may need them](#)

8. For the English-language tour, are video guides required or only audio guides?

[Answer: Video guides are not required. Audio guides would be enough.](#)

9. Would you prefer to use your own actual students as tour guides?

[Answer: We would like the option of using one of our student tour guides but would also like to have the option of having the company provide a tour guide.](#)

10. Are Interactive Maps required for the tours? Are there requirements for the maps? (i.e. 2D maps, 3D maps, Photorealistic maps etc) Does UMaine intend to supply map artwork? How many locations are to be included on each campus's interactive map? This is unclear from the Solution Requirements: "The solution offered will enable each unique campus to present all physical locations (including distant facilities) through a central access point (map/menu/page) showcasing all locations" – so are maps required or does a list of all campus locations suffice?

[Answer: Interactive maps are preferred but not required. Our goal \(with the question asked\) is for each UMA location to be represented as its own tour, accessible through a centralized dashboard or landing page. This central hub should allow users to choose a campus or a site to explore rather than embedding links across separate external websites \(although we would like that ability as well\)](#)

11. Solution Requirements: "The solution offered will incorporate AI-supported content generation tools to create accessible, tone-appropriate tour content for different audiences and integrates AI into the virtual tour experience."

- a. Artificial Intelligence is required? Why??

[Answer: AI will allow us to easily update data throughout the year to ensure our virtual tour is up to date. This will also allow certain features that may not be possible with staffing and budget constraints.](#)

[Due to limited institutional resources, we may rely on AI supported content general tools to help create and adapt its efficiently.](#)

12. How will the University of Maine gauge the effectiveness of the virtual tours? Are there specific performance metrics that the University of Maine would like to achieve?

[Answer: Effectiveness will be gauged by quantity of visits to the tour, Inquiry/leads/applicant/enrolled student data, prospective students duration & click through rates and increase in overall traffic to a virtual tour platform.](#)

We would like tools that can monitor effectiveness, identify trends and inform enrollment strategies. These may include total visits, unique visitors, duration, click-through rates or referral traffic.

13. Are you willing to consider other virtual tour approaches (video tour, slideshow, video + map etc.)?

Answer: Our goal is to provide an elevated virtual tour experience through a comprehensive, interactive and professional supported platform that integrates video, mapping, accessibility and customization into one cohesive solution. We would like to consider a platform that is more user friendly and prospective student motivated vs a more passive platform like just a video or slideshow. The more interactive the better. With our current platform it is hard to see we have three campuses and to easily explore between the three of them.

14. Solution Requirements: "The solution offered will provide photo and video media of campus for the virtual tour and includes capabilities to capture content."

How much video content is required to be produced for the tour (in finished minutes). How much photographic content is required to be produced for the virtual tour (number of photos)? How many panoramas are required to be produced as part of the virtual tour (number of panoramas)?

USM Answer: While we do not have an exact number at this time, we would like at least a panorama of each stop (about 30 with 3 campuses), though not required.

UMA Answer: At this stage, we are unable to provide an exact number of finished video minutes, photos or panoramas required for the tour. Each campus location has unique needs that will influence the quality and type of content. Some locations may require only basic coverage while others like our Dental Hygiene Clinic will need to be a more immersive experience.

15. Solution Requirements: "The solution offered will provide personalized tour options based on user demographics (e.g. prospective students, parents, transfer students)."

- a. Is there a list of which tour stops will be presented to different demographic groups? Can this be provided?

Answer: While we do not have a finalized list of tour stops segmented by demographics at this time, the intent of this project/platform is to allow content segmentation based on audience needs. We anticipate tailoring tour paths for key groups that can include but are not limited to traditional students, adult learners, veterans, transfer students, parents, school counselors and community members. Flexibility in segmentation is essential, and we ask that any cost associated with creating or managing multiple audience specific paths or content be made transparent in proposal.

We are looking at a new platform to personalize the virtual tour experience for everyone and look forward to the opportunity to create tour stops that would benefit different demographics.

16. Does University of Maine give preference to Maine-based virtual tour firms?

Answer: Respondents will only be evaluated on the criteria outlined in section 2.1 Evaluation Criteria, as outlined in the RFP document.