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| **wsu-primary-horz-color-600-10-2017-small**  **Division of Finance and Business Operations** |  | **Procurement & Strategic Sourcing**  **5700 Cass Avenue, suite 4200**  **Detroit, Michigan 48202**  **(313) 577-3734**  **FAX (313) 577-3747** |

**October 26, 2022**

**Addendum No. 1**

**RFP Accepted not Enrolled Student Research Study**

**dated October 25, 2022**

**This Addendum must be acknowledged on Schedule D**

Questions have been raised for the University's RFP for **Accepted not Enrolled Student Research Study** for **Marketing and Communications.** A summary of the questions asked and the University's responses are as follows:

**Question**

First time in college students that were admitted to WSU but did not enroll. It is the university’s preference that the data analysis highlights any differences in student responses from students enrolled at four-year institutions, community colleges, or did not enroll at another institution

**Answer**

Ideally if we can secure the appropriate response rate to assess any differences in consideration between the three different populations we would like to do so. If the response rates are too low to report quantitative differences, we would appreciate any quantitative feedback through open-ended responses when applicable.

**Question**

First time in college students newly enrolled at Wayne State University.

**Answer**

We are looking to compare students that did enroll to those that did not enroll.

**Question**

Transfer students that were admitted to WSU but did not enroll. For this population, data analysis should note differences in students enrolled at another institution and students that did not continue their education at this time

**Answer**

Ideally if we can secure the appropriate response rate to assess any differences in consideration between the three different populations we would like to do so. If the response rates are too low to report quantitative differences, we would appreciate any quantitative feedback through open-ended responses when applicable.

**Question**

Transfer students newly enrolled at Wayne State University

**Answer**

We are looking to compare students that did enroll to those that did not enroll. What drove application consideration and what differences drove enrollment decisions?

The Deadline for project related questions is **October 27, 2022*,*** **12:00 noon**.

**Bids are due by electronic submission on** **October 31, 2022 no later than 2:00 p.m.** The link for bid submission will be posted with the bid details at **http://go.wayne.edu/bids** beginning **October 25, 2022**.

Should you have any questions or concerns about this Addendum or on any other aspects of the Request for Proposal, please send them by email to **Valerie Kreher**, **Senior Buyer**, Email; **rfpteam2@wayne.edu.**

Thank you,

**Valerie Kreher**

**Senior Buyer**

*Attachments:*