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| **Division of Finance and Business Operations** |  | **Procurement & Strategic Sourcing** **5700 Cass Avenue, suite 4200****Detroit, Michigan 48202****(313) 577-3734** **FAX (313) 577-3747** |

**November 7, 2013**

**Addendum #2 To**

**RFP Campaign Communications Consulting**

**dated October 28, 2013**

Questions have been raised during the Pre-Proposal meeting held on **November 5, 2013**for the University's RFP for **Campaign Communications Consulting** for the **Development and Alumni Affairs.** A summary of the questions asked and the University's responses are as follows:

1. Question: In discussing the scope of work, there was a preference expressed for a campaign identity that can accommodate the unique needs and identities of each unit or college on campus. Does each unit have its own communications department that will be implementing the campaign identity? If so, is there a perceived need for any campaign brand training or orientation with university staff when the public phased is launched?

*Response: There is no need for training or orientation as part of the RFP. We would be interested in identity standards/toolkits that would assist the schools and colleges in making the campaign visible in their specific school/college communications*.

Question: In section H, am I correct in understanding that company financial information need only be sent upon request at a later date? Or does this RFP serve as the request for financial information for all responders?

*Response: Yes, Financial Information will only be required at a later date, in the event that the University is interested in further considering the company supplying a Proposal.*

Question: Many relevant samples of work may be more readily supplied as website links or PDFs. Is this acceptable? If so, where should we provide those links or electronic files?

*Response: You may provide the weblinks as text in your e-mail when you send your proposal to rfp@wayne.edu. Also include the information within the body of the RFP in Schedule E – Question 5. We realize only the e-mail will have active links.*

1. Question: Is your preference to have in-person presentations on November 20, or is using Skype or some other video or conference calling service acceptable? If so, should we make note of this in Exhibit 1?

*Response: In person would be preferred but we would be open to skype or video conferencing if necessary. There would need to be video capability*.

1. Question: On Schedule D, if anything is marked as "alternative" rather than "yes" should we provide an explanation in Exhibit 1?

*Response: Yes, please clarify anything not marked yes, in Exhibit 1. You might actually indicate on Schedule D “see exhibit 1” where appropriate*.

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 **Paula Reyes**, **Associate Director of Purchasing**, Email; **bb2709@wayne.edu** and to**Kenneth Doherty***,* **Assistant Vice President**, Email; **ac0578@wayne.edu**. **Copy both Paula Reyes and Kenneth Doherty****on all E-Mail questions.**

Thank you,

**Paula Reyes**

**Associate Director of Purchasing**