

ADDENDUM NO. 1

Request for Proposals (RFP) 17138 Creative Development and Delivery of a Comprehensive Brand Marketing Strategy June 6, 2017

A. CLARIFICATIONS AND MODIFICATIONS TO THE RFP

1. This Addendum and subsequent Addenda will be posted on the West Virginia Higher Education Policy Commission (HEPC) purchasing webpage at the following URL. The name of the successful vendor(s) will also be posted on the HEPC purchasing webpage and will constitute official notification of the contract award. It is the responsibility of the vendor to keep current on the latest addenda posted.

<https://wvhepc.org/purchasing/>

2. Sealed proposals will be received until 3:00 PM, EDT, June 13, 2017 by:

Chief Procurement Officer
RFP 17138
West Virginia Community and Technical College System
1018 Kanawha Boulevard, East, Suite 700
Charleston, WV 25301

Electronically transmitted (faxed or emailed) proposals will not be considered.

3. If questions were submitted by the deadline, 5:00 PM, EDT, June 2, 2017, but are not answered in this Addendum please contact the Chief Procurement Officer immediately but not later than 5:00 PM, EDT, June 6, 2016, at: rich.donovan@wvhepc.edu

B. RESPONSE TO VENDOR QUESTIONS

Q1. What companies have submitted questions regarding this RFP?

Answer: We do not identify the companies that submitted questions. All questions received are restated in the addendum and answers provided below the question.

Q2. Have you established a specific budget or budget range for this effort and, if so, what is it?

Answer: A budget has not been established at this point.

Q3. What internal communications and marketing-related staff do you have, and do you have any specific plans to change, realign or grow it?

- a. Who would the agency (successful bidder) report to at WVCTCS, and who would manage this day-to-day program of work?

Answer: CTCS has a part time Communications Director who will lead this initiative under close direction of both the Chancellor and Vice Chancellor. We do not currently have plans to change, realign, or grow our staff.

Q4. Regarding Exhibits A, B, C and D – where should these forms be included in the response?

- a. For example, do one or more of these need to be included in the binder/technical proposal, in the cost proposal or both? And if so, is there a specific place to include them?

Answer: Exhibits C and D should be signed, dated and notarized as applicable, and included in the binder for the technical proposal and copied with the technical proposal on the flash drive. They may be included at the end of the technical proposal. It is not necessary to include Exhibits A and B in the proposal.