

January 19, 2023

**Clarification I: Question and Answer**

**Ref: Bid #223-15 –** **Perception Research Study**

Grand Valley State University has received the following questions in regard to our request for proposal(s) for Perception Research Study. Please reference questions and answers listed below.

**Question 1:** How many campuses will be the focus of this research?

**Answer:** This is not about specific campuses; it is about perception of GVSU as a whole.

**Question 2:** Does the University expect to have perception reports for individual campuses and/or for the institution as a whole?

**Answer:** This study is for the institution as a whole.

**Question 3:** Does GVSU have any existing lists/contact info for the populations of focus?

**Answer:** No. GVSU will not supply any lists or contacts. The selected vendor will need to have a source/supplier to obtain lists for the various audiences.

**Question 4:** What is total project budget?

**Answer:** We do not have a set budget. Please quote what will be necessary to complete the four studies.

**Question 5:** What is your decision date to notify vendors about contract award?

**Answer:** We will notify all vendors by the end of business on Feb 1, 2023.

**Question 6:** What factors, needs, or goals are driving the decision to change what you are currently doing?

**Answer:** The university conducted a research study in 2021 during the pandemic. The research was unable to be completed at that time because it was difficult to reach the number of participants that we needed for it to be a valid study. We want to try the study again. In addition, the university has more collaborations and partnerships with businesses in West Michigan and the Detroit area, so we need to know their perceptions of GVSU. That part of the study has not been done in previous research studies.

**Question 7:** Is the project being coordinated with other projects such as a new brand campaign, website launch, or other marketing or message actions?

**Answer:** We will use the results of the research to help shape the university’s messages and image campaign direction.

**Question 8:** Ultimately, what marketing or operational actions will you undertake with the research findings?

**Answer:** We will use the research to help determine the marketing messages and image advertising campaign for the university.

**Question 9:** What are your biggest challenges from a marketing and messaging perspective?

**Answer:** Standing out amongst competitors in the marketplace for traditional aged students as well as making an impact and creating awareness in the adult degree completion market.

**Question 10:** What is your estimated budget for this work? Alternatively, what is the anticipated not-to-exceed amount and/or budget range?

**Answer:** There is no set budget for this project. Please quote what it will cost to complete the studies.

**Question 11:** This appears to be a tracking study when it is written as Complete all surveys in a way that ensures comparability between waves. Will the University share the previous raw data sets from other waves for us to perform significance testing? This requires the original data sets, not just the PowerPoint report. Please describe what expectations are for comparing results.

**Answer:** We may change the questions for this study since the marketplace has changed after the pandemic. If that is the case, we will not be comparing to past studies. In addition, the business study will be new, so we will not have anything to compare against. We will look for this to more than likely be a new baseline for future studies.

**Question 12:** How many records (name, email, address) for Study 1 with adult students with some college credit be supplied?

**Answer:** GVSU will not supply any lists or contacts. The selected vendor will need to have a source/supplier to obtain lists for the various audiences.

**Question 13:** How many records (name, email, address) for Study 2 with high school sophomore and juniors be supplied?

**Answer:** GVSU will not supply any lists or contacts. The selected vendor will need to have a source/supplier to obtain lists for the various audiences.

**Question 14:** What sample size will meet your requirements for Study 3 with adults age 24+ in the general population to consider this study a success?

**Answer:** Sample size should be representative of the population in the counties we are including in the study. For example, in 2021 our N=219 adults.

**Question 15:** For Study 3, are you defining representativeness only by county or are other characteristics such as gender, age, race also required?

**Answer:** Gender, age, and race will be included in the questions. We will want those to be representative of the specific geographic area. but are requesting, if feasible, to slightly overrepresent adults of color at an agreed upon percentage.

**Question 16:** What sample size will meet your requirements for Study 4 with employers in C-suite level positions to be considered a success?

**Answer:** As this is a new addition, we would like it to be representative of the number of businesses in the counties but will determine that number with the firm selected.

**Question 17:** For Study 4, are you defining representativeness only by county or are other characteristics such as number of employees, size of revenue, industry type also required?

**Answer:** Primarily by county but the number of employees and industry may be used to put these businesses into categories. As this is a new study, we would need to discuss this in detail with the selected firm.

**Question 18:** How many records (name, email, address, or phone) can the University provide of employers in the Grand Rapids and Detroit area that regularly recruit students from GVSU? This may include internship employers or work-study employers.

**Answer:** GVSU will not supply any lists or contacts. The selected vendor will need to have a source/supplier to obtain lists for the various audiences.

**Question 19:** Approximately how many inquiries and applicants for population #1 do you expect to have for Fall 2023 by March 2023? An estimated number will suffice.

**Answer:** This information can be shared, if necessary, with the selected firm if it is considered relevant to the study.

**Question 20:** Approximately how many inquiries and applicants for population #2 do you expect to have for Fall 2023 by March 2023? An estimated number will suffice.

**Answer:** This information can be shared, if necessary, with the selected firm if it is considered relevant to the study.

**Question 21:** Are there any budgetary realities that we should be working within when scoping this project?

**Answer:** We do not have a set budget. Please quote what will be necessary to complete the four studies.

**Question 22:** Are there any prior brand studies that have been conducted that you would want to benchmark these results against?  If so, in what year was the most recent study conducted?

**Answer:** The university conducted a research study in 2021 during the pandemic. The research was unable to be completed at that time because it was difficult to reach the number of participants that we needed for it to be a valid study. We want to try the study again. In addition, the university has more collaborations and partnerships with businesses in West Michigan and the Detroit area, so we need to know their perceptions of GVSU. That part of the study has not been done in previous research studies. These studies will most likely serve as a new baseline for future studies.

**Question 23:** Will your chosen research partner be able to utilize email addresses that GVSU already has (in the CRM or otherwise) that fall within any of the four categories (prospective adult students with some college, prospective students, adult general population, business leaders), as potential respondents for this research?  If so, what is the approximate size of those lists (over the past 3 years)?

**Answer:** GVSU will not supply any lists or contacts. The selected vendor will need to have a source/supplier to obtain lists for the various audiences.

Thank you for your participation,

Valerie Rhodes-Sorrelle, C.P.M.

Vendor Relations Manager

***Procurement Services - 2033 Zumberge Hall - Allendale, MI 49401***

***Phone – 616/331-2283 – Fax 616/331-3287***