

September 15, 2015

**Question & Answers – Ref.: Bid #216-06**

**Qualitative Research Services**

Grand Valley State University has received the following questions in regards to our request for proposals for qualitative research services. Please note responses to these questions are noted in blue.

1. This is called a qualitative study, but at least a couple of the bullet points (objectives), especially the 4th bullet point about comparing GVSU to five other higher education institutions, seem quantitative to us?

“Understand audience perception of differentiating characteristics between GVSU and up to five other higher ed institutions” could be obtained by asking the members of the focus group their perception of 1-5 other institutions.

1. We’re wondering if an audience is missing- current minority students - especially when it comes to retention, satisfaction, and needed support, however GVSU may have this audience covered in a separate study with enrolled students?

We do have it covered in a separate survey.

1. Can we assume GVSU will supply the researcher with contact information for audiences in both West Michigan and Detroit, or will the research vendor need to procure contact information for the Detroit area? In other words, will GVSU be able to assist with this?

The initial outreach and invitation will come from GVSU. What we most need to know is how many people must be included in focus groups for it to be a valid study.

1. Is the subpopulation of Native Americans large enough in either West Michigan or Detroit to obtain the number of participants adequate for usable research results?

It depends on how many people are needed in the focus group to make it a valid study.

1. What is the timeline from the start of research to final deliverables?

The Latino audience we would want completed by March 2016. Other audiences would follow, perhaps two per year.

**Proposals are due Thursday, October 1, 2015 by 10:00 AM**

Thank you for your participation,

Valerie Rhodes-Sorrelle, C.P.M.

Sr. Strategic Sourcing Specialist

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

# Phone - 616/331-2283 - Fax 616/331-3287