

February 5, 2021

**Clarification I: Question and Answer**

**Ref: Bid #221-03 – Annual Image Research Study Services**

Grand Valley State University has received the following questions in regards to our request for proposal for Annual Image Research Study Services. Please reference questions and answers listed below:

Question 1. Will GVSU provide data lists for this research, or will you need to rely on purchased lists or panels?

**Answer: We will need to rely on purchased lists or panels, which also need to be part of your quote.**

Question 2. Regarding the requirement to, “complete all surveys in a way that ensures comparability between waves,” can you share more specifically if this is a replication of a previous study (in which case we would be working with a previous instrument)? Alternatively, is the expectation that this study would be the baseline study for future waves?

**Answer: The survey instrument that we have been using will need to be updated to address new messages and goals so this year’s study will be used as a baseline for future studies.**

Question 3. Has this or a similar study been conducted previously for Grand Valley State University?

**Answer: Yes, a similar study has been conducted about every three years since 2002.**

If so:

a. What was the length of the previous survey?

**Up to 15 qualifying and demographic questions and up to 9 other questions -- this included skip logic.**

b. Will you make the previous survey instrument available to bidders?

**We will make the survey instrument available to the selected vendor.**

c. Is there a specific desired sample size?

**We have been using a sample of 200 for each of the four populations.**

d. Is there an incumbent? If so, were you satisfied with the incumbent’s work?

**Yes, there is an incumbent and, yes, we were satisfied with their work.**

Question 4. Given the budget, is an online panel survey an acceptable methodology?

**Answer: Yes, online panels have been used in the most recent iterations of this study.**

Question 5. The RFP states that the University prefers a local vendor for in-person meetings.  Are in-person meetings expected during the current COVID environment or will web meetings take their place?

**Answer: We will not hold in-person meetings even after COVID restrictions are lifted. All meetings will be online via Zoom.**

Question 6. The timeframe for the work is shown at Feb 24-June1 (page 5). Page 3 says *“The team from the awarded company may be expected to have multiple in-person meetings with our institutional Marketing Department…Meetings may also be scheduled at our Grand Rapids, Michigan campus.”*Can you provide an estimate of the number of meetings and when in the process they might take place (e.g., before the survey goes into the field, final presentations, etc.)?

**Answer: We will not hold in-person meetings even after COVID restrictions are lifted. All meetings will be online via Zoom.**

Question 7. Previous benchmark institutions included Michigan State, Oakland, Central Michigan, and Western Michigan. Will that list remain the same or are there changes to the benchmark institutions?

**Answer: There will be changes. We will have a maximum of two competitors per each of the four audiences. Some will likely overlap.**

Question 8. Are there any updates or changes to the strategic priorities as assessed in the research (e.g., image & reputation, familiarity, overall reputation, etc.)?

**Answer: We will be assessing these same things but adjusting questions to test our current marketing messages better.**

Question 9. Are you looking for the 2021 report format to be similar to reports prepared in the past are do you seek a new format or structure?

**Answer: Yes-- a power point style presentation that includes narrative, charts, graphs, recommendations, and comparisons to previous studies. These previous studies will be given to the selected vendor. The 2018 study’s presentation was about 100 slides.**

Question 10. Can you please share previous survey questionnaires and reporting to help us understand the scope of work better?

**Answer: No because it is proprietary, but hopefully the information above will help clarify our needs.**

Question 11. Do you have an expectation on the number of questions you will want to ask each of the two audiences?

**Answer: Please see above for what has been asked in the past. We expect to make the survey about the same length.**

Question 12. Do you have an expectation on the number of overall respondents you will want for each of the two audiences?

**Answer: In the past, we’ve surveyed 200 prospective students in West Michigan, 200 prospective students in Detroit area, 200 adults in West Michigan, 200 adults in the Detroit area. We expect the same numbers would be adequate but would look to the selected vendor for guidance.**

Thank you for your interest and participation,

Valerie Rhodes-Sorrelle, C.P.M.

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