

**FB NO: RFP16-040 DATE: October 9, 2015**

**BUYER: Kelly Sloan, Purchasing Manager PHONE: (816) 271-4465**

**ADDENDUM #1**

FUNDING DEPARTMENT: COLLEGE ADVERTISING

EQUIPMENT/SERVICES REQUESTED: PROSPECT SEARCH ADMISSIONS

**PLEASE NOTE: SEE BELOW FOR CLARIFICATIONS AND ADDITIONAL INFORMATION: PLEASE SUBMIT THIS INITIALED ADDENDUM WITH YOUR BID RESPONSE.**

1. **Question submitted:**

Bullet two of “Services to be included”- Are we simply consulting/advising on messaging and then your staff writes it? Are we simply advising on design and your staff designs it?

**Answer:**

Missouri Western State University has a very talented design office; therefore, in an effort to be cost-conscience, we plan on creating the actual designs for our search campaign. We hope this will enable our vendor to do more with the budget we've presented. However, we are not the experts on search campaigns; therefore, we would like our vendor to act as consultants to guide us through this process from start to finish. We plan to follow the vendor's lead and will adhere to deadlines set by the vendor during the entire design process.

PLEASE NOTE - The University Campus Printing and Design Office will NOT be printing the search pieces. This will fall on the vendor. If this was not made clear in the original bid, we apologize.

1. **Question submitted:**

Bullet four of “Services to be included”- Is your campus printer capable of full variable printing or are we supposed to print this? If you, is it black and white variable or full color?

**Answer:**

We will NOT be printing any of the pieces for our search campaign. We are NOT able to do full variable printing. All printing will fall on the vendor. We apologize if this was not made clear in the bid.

1. **Question submitted:**

What is the number of sample proposals we are expected to provide? 10?

**Answer:**

Missouri Western is looking for creative proposals that maximize our limited budget to convert suspects into applicants. It is acceptable to include multiple scenarios/packages that would fit within our stated budget. Therefore, a specific number of emails is not required. Final decisions will be based on the recruitment team's assessment of the best use of limited dollars and potential return on investment.

1. **Question submitted:**

Should I based my proposal on an 80 lb full color tri-panel mailer with finished size of 8”x14”? I need to know in order to determine the rate for postage and your FOB specified shipping.

**Answer:**

Again, Missouri Western is looking for creative proposals that maximize our limited budget to convert suspects into applicants. Therefore, we are not looking for a specific size, color specs or paper weight. We are looking for the scenario that best fits our limited dollars, and retains good quality.

THIS ADDENDUM IS HEREBY CONSIDERED TO BE A PART OF THE ORIGINAL BID SPECIFICATIONS AND NEEDS TO BE INITIALED AND RETURNED WITH YOUR BID IN ORDER TO BE CONSIDERED.