



# Piedmont Technical College

## Request for Proposal Amendment 1

Solicitation: PTC-299  
Date Issued: 09/11/2018  
Procurement Officer: Brian K. McKenna  
Phone: 864-941-8314  
E-Mail Address: [mckenna.b@ptc.edu](mailto:mckenna.b@ptc.edu)  
Mailing Address: Procurement Office – 175A  
620 N. Emerald Road  
Greenwood SC 29646-9675

**DESCRIPTION:** Piedmont Technical College seeks to procure the services of one or more qualified firms with demonstrated experience in marketing research and enrollment management in the two-year, community college sector in order to gain a deeper understanding of market opportunities to facilitate enrollment growth and sustainability.

**USING GOVERNMENTAL UNIT:** Piedmont Technical College, Greenwood, SC.

*The Term "Offer" Means Your "Bid" or "Proposal". Your offer must be submitted in a sealed package. Solicitation Number, PTC-299, Opening Date, and Opening Time, must appear on package exterior. See "Submitting Your Paper Offer or Modification" provision.*

**SUBMIT YOUR SEALED OFFER TO EITHER OF THE FOLLOWING ADDRESSES:**

**MAILING ADDRESS:**

PIEDMONT TECHNICAL COLLEGE  
Brian K. McKenna, Procurement Officer  
PO Box 1467  
Greenwood SC 29648

**PHYSICAL ADDRESS:**

PIEDMONT TECHNICAL COLLEGE  
Brian K. McKenna, Procurement Officer  
620 N. Emerald Road  
Greenwood SC 29646-9675

**SUBMIT OFFER BY (Opening Date/Time):** 09/24/2018 3:00 PM (See "Deadline For Submission Of Offer" provision)

**QUESTIONS MUST BE RECEIVED BY:** 09/10/2018 3:00 PM (See "Questions From Offerors" provision)

**NUMBER OF COPIES TO BE SUBMITTED:** Four (4) Paper Documents

**CONFERENCE TYPE:** Not Applicable

(As appropriate, see "Conferences - Pre-Bid/Proposal" & "Site Visit" provisions)

**LOCATION:** Not Applicable

**AWARD &  
AMENDMENTS**

Award will be posted on 10/08/2018. The award, this solicitation, any amendments, and any related notices will be posted at: <https://www.ptc.edu/about/administrative-offices/procurement>

You must submit a signed copy of this form with Your Offer. By signing, You agree to be bound by the terms of the Solicitation. You agree to hold Your Offer open for a minimum of thirty (30) calendar days after the Opening Date. (See "Signing Your Offer" provision.)

**NAME OF OFFEROR**

(full legal name of business submitting the offer)

Any award issued will be issued to, and the contract will be formed with, the entity identified as the Offeror. The entity named as the offeror must be a single and distinct legal entity. Do not use the name of a branch office or a division of a larger entity if the branch or division is not a separate legal entity, i.e., a separate corporation, partnership, sole proprietorship, etc.

**AUTHORIZED SIGNATURE**

(Person must be authorized to submit binding offer to contract on behalf of Offeror.)

**TAXPAYER IDENTIFICATION NO.**

(See "Taxpayer Identification Number" provision)

**TITLE**

(business title of person signing above)

**STATE VENDOR NO.**

(Register to Obtain S.C. Vendor No. at [www.procurement.sc.gov](http://www.procurement.sc.gov))

**PRINTED NAME**

(printed name of person signing above)

**DATE SIGNED**

**STATE OF INCORPORATION**

(If you are a corporation, identify the state of incorporation.)

**OFFEROR'S TYPE OF ENTITY: (Check one)** (See "Signing Your Offer" provision.)

☐ Sole Proprietorship

☐ Partnership

☐ Other \_\_\_\_\_

☐ Corporate entity (not tax-exempt)

☐ Corporation (tax-exempt)

☐ Government entity (federal, state, or local)

**(Return Page Two with Your Offer)**

**ACKNOWLEDGMENT OF AMENDMENTS**  
Offerors acknowledges receipt of amendments by indicating amendment number and its date of issue. (See "Amendments to Solicitation" Provision)

DISCOUNT FOR PROMPT PAYMENT (See "Discount for Prompt Payment" clause)	10 Calendar Days (%)	20 Calendar Days (%)	30 Calendar Days (%)	____ Calendar Days (%)
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PREFERENCES - A NOTICE TO VENDORS (SEP. 2009): On June 16, 2009, the South Carolina General Assembly rewrote the law governing preferences available to in-state vendors, vendors using in-state subcontractors, and vendors selling in-state or US end products. This law appears in Section 11-35-1524 of the South Carolina Code of Laws. A summary of the new preferences is available at [www.procurement.sc.gov/preferences](http://www.procurement.sc.gov/preferences) . ***ALL THE PREFERENCES MUST BE CLAIMED AND ARE APPLIED BY LINE ITEM, REGARDLESS OF WHETHER AWARD IS MADE BY ITEM OR LOT. VENDORS ARE CAUTIONED TO CAREFULLY REVIEW THE STATUTE BEFORE CLAIMING ANY PREFERENCES. THE REQUIREMENTS TO QUALIFY HAVE CHANGED. IF YOU REQUEST A PREFERENCE, YOU ARE CERTIFYING THAT YOUR OFFER QUALIFIES FOR THE PREFERENCE YOU'VE CLAIMED. IMPROPERLY REQUESTING A PREFERENCE CAN HAVE SERIOUS CONSEQUENCES.*** [11-35-1524(E)(4)&(6)]

**PREFERENCES - ADDRESS AND PHONE OF IN-STATE OFFICE:** Please provide the address and phone number for your in-state office in the space provided below. An in-state office is necessary to claim either the Resident Vendor Preference (11-35-1524(C)(1)(i)&(ii)) or the Resident Contractor Preference (11-35-1524(C)(1)(iii)). Accordingly, you must provide this information to qualify for the preference. An in-state office is not required, but can be beneficial, if you are claiming the Resident Subcontractor Preference (11-35-1524(D)).

☐ In-State Office Address same as Home Office Address    ☐ In-State Office Address same as Notice Address    **(check only one)**

## AMENDMENTS TO SOLICITATION (JAN 2004)

(a) The Solicitation may be amended at any time prior to opening. All actual and prospective Offerors should monitor the following web site for the issuance of Amendments: <https://www.ptc.edu/about/administrative-offices/procurement> (b) Offerors shall acknowledge receipt of any amendment to this solicitation (1) by signing and returning the amendment, (2) by identifying the amendment number and date in the space provided for this purpose on Page Two, (3) by letter, or (4) by submitting a bid that indicates in some way that the bidder received the amendment. (c) If this solicitation is amended, then all terms and conditions which are not modified remain unchanged. [02-2A005-1]

## QUESTIONS FROM OFFERORS - AMENDMENT (JUN 2017)

THE SOLICITATION IS AMENDED AS PROVIDED HEREIN. INFORMATION OR CHANGES RESULTING FROM QUESTIONS WILL BE SHOWN IN A QUESTION-AND-ANSWER FORMAT. ALL QUESTIONS RECEIVED HAVE BEEN REPRINTED BELOW. THE "STATE'S RESPONSE" SHOULD BE READ WITHOUT REFERENCE TO THE QUESTIONS. THE QUESTIONS ARE INCLUDED SOLELY TO PROVIDE A CROSS-REFERENCE TO THE POTENTIAL OFFEROR THAT SUBMITTED THE QUESTION. QUESTIONS DO NOT FORM A PART OF THE CONTRACT; THE "STATE'S RESPONSE" DOES. ANY RESTATEMENT OF PART OR ALL OF AN EXISTING PROVISION OF THE SOLICITATION IN AN ANSWER DOES NOT MODIFY THE ORIGINAL PROVISION EXCEPT AS FOLLOWS: UNDERLINED TEXT IS ADDED TO THE ORIGINAL PROVISION. STRICKEN TEXT IS DELETED. [02-2A097-1]

### The Solicitation is hereby amended to incorporate the following:

NEW OPENING DATE AND TIME: September 24, 2018 3:00 pm

NEW AWARD POSTING DATE: October 08, 2018

### Questions and Answers pertaining to the Original Solicitation are as follows:

- Q1: What's driving the need for this initiative at this time?  
A1: PTC is facing the same enrollment challenges as many two-year public colleges across the country. We have had some successes in addressing these challenges, but we feel need to take a more systematic approach.
- Q2: Is there an incumbent currently providing any of the services outlined in the scope of work? If so, could you identify?  
A2: There is not currently an incumbent.
- Q3: Has similar planning initiatives been performed by the institute in the past? If yes, can you please provide details?  
A3: There has not been a formal, structured market research and enrollment planning initiative in the past.
- Q4: Which group and/or department is the project sponsor for the initiative?  
A4: Student Affairs and Communications. Enrollment responsibility lies in this division.
- Q5: Where are those stakeholders based/located?  
A5: Greenwood Campus
- Q6: Will there be an assigned project team from Truman? Is yes, can you please describe the team?  
A6: We are unsure what is being asked here.
- Q7: Can you please provide the anticipated timeline for the project (e.g. vendor selection, project launch, and conclude the project)?  
A7: We will make a vendor selection within a few weeks after receipt of vendor proposals. We'd like to launch the project, if feasible, this fall, with completion in early spring.
- Q8: Is there a specific event toward which this project is targeted?  
A8: The College's new strategic plan launches in January 2019. This work will inform one of the major initiatives in the plan.
- Q9: Is there a preferred delivery time frame?  
A9: We would like to have results and recommendations in hand in early spring.
- Q10: Is there a preferred methodology the Truman team wants to follow for this project?  
A10: We are open to the input of the selected vendor regarding methodology.

- Q11: If yes, can you please elaborate and is the Truman team open to an alternative methodology and approach for the project?  
A11: See above.
- Q12: Does Piedmont Technical College have a budget allocated towards this project? Is yes, can you please share the estimated budget?  
A12: We have budgeted a range of \$25k to \$50k for this project. It must not exceed \$50k. Price will be evaluated using a standard formula that awards the maximum available points to the lowest priced proposal.
- Q13: Is there a preferred pricing matrix and/or format we should follow when defining the project cost?  
A13: Please include a separate SEALED document labeled "Financial Proposal." Price will be at least 20% of the evaluation.
- Q14: What is the proposal pricing preference? Fixed Fee? Hourly, etc.  
A14: As long as all costs are outlined in detail in the proposal, we do not have a preference. Fixed fee or hourly are suitable. PTC will not exceed the budgeted amount for this project.
- Q15: Can the college share your short- and long-term enrollment goals? Quantifiable or otherwise?  
A15: In the short term, we would like to stabilize our credit enrollment (Headcount, FTE, and credit hour production). Like many two-year publics, PTC has been on a downward trajectory in credit enrollment since 2014, and we would like to reverse this trend. In the long-term, we would like to determine a path toward sustainable growth in credit enrollment.
- Q16: What does the college hope to accomplish with the research you uncover? (See related Question Q17)  
A16: See below re: the college's upcoming strategic plan.
- Q17: Based on our analysis of the Scope of Work, the project appears primarily focused on market research. Is the college also interested in proposals that include consulting around the development of a 3- to 5-year strategic enrollment plan that will align the institution's fiscal, academic, co-curricular, and enrollment resources with its changing environment to accomplish the college's mission and ensure the institution's long-term enrollment success and fiscal health? Approximately, how often do you anticipate working with a consultant in person (on campus)?  
A17: This project within the scope of this RFP is primarily focused on market research, and responses should be written with this in mind.  
  
However, this project is part of a larger Strategic Enrollment Planning initiative that will be included in PTC's next strategic plan, which will launch in January 2019. While the responses to this RFP should be market research focused, we are open to considering the responses within the context of a longer-term engagement, if the vendor would like to provide this context. Note, however, that we will be scoring responses within the scope of the project described in the RFP.  
  
At a minimum, we will want to work with the consultant on campus at the beginning of the project, to agree on methodology, to set expectations, and for discovery purposes; and at the end of the project, to deliver findings and recommendations. We are open to suggestion regarding methodology and plan of work.
- Q18: To help responding firms prepare proposals that meet your expectations and needs, can you share an estimated budget for the work requested by the RFP?  
A18: See A12 above.
- Q19: Regarding Scope of Work Item 3.7 Furnish a Research Plan – can the college be more specific as to what you are looking for? Is it something that is an outcome of the research, or is it something that needs to be agreed to at the start of the project, after initial discussions w/ PTC staff?  
A19: We are asking to discuss and sign off on the research plan prior to beginning the project so that all parties are aware of the plan of attack.
- Q20: Per section 1.26, is there any option for responding firms to submit their offers online or should all responding firms submit four paper copies? If hard copies supersede electronic submission, would the college also like to receive an electronic copy on flash/thumb drive?  
A20: All responding firms should submit four paper copies as specified in the solicitation document.
- Q21: Does the college have a specific minority participation goal related to this contract?  
A21: The College has an overall Minority Business Enterprise (MBE) Utilization Plan goal for Minority Business Enterprises certified by the Office of Small and Minority Business Assistance; but none specifically related to this contract.

- Q22: What is the anticipated Term of Contract? Are there any options for renewal?  
A22: This is a project-based contract, so the contract would be complete after delivery of the research product.
- Q23: Please confirm that Attachment 4 – Nonresident Taxpayer Registration Affidavit would not need to be provided by us as we are already registered business with the SC Secretary of State?  
A23: Attachment 4 – “Nonresident Taxpayer Registration Affidavit” is to be provided by all Nonresident Taxpayers.
- Q24: Does PTC have a budget amount or range in mind for this work?  
A24: See A12 above.
- Q25: Would PTC prefer a "menu" proposal with major scope areas priced individually, or an all-in integrated proposal?  
A25: We would prefer an integrated pricing proposal for the scope of work outlined in the RFP. If you wish to detail the pricing of major scope areas within the overall proposal, that is acceptable. Suggested initiatives beyond the scope of the RFP may be outlined individually.
- Q26: Section 3.1 Analysis of Enrollment Trends: In this section, is PTC looking for data on enrollment volume trends (applicants, starts, active students, graduates), insights on marketing and enrollment management processes, or a combination?  
A26: Ideally a combination.
- Q27: Section 3.2 Initiative Identification: Can you clarify what you mean, in this context, by "program positioning" and "program packaging"?  
A27: By program packaging, we are referring to the ways we currently market new or existing programs, and how we might better leverage alternate program delivery methods (i.e. online, hybrid, one course at a time, etc.) to meet untapped market opportunities. Regarding program positioning, we are referring to the ways our programs are currently positioned within the market relative to the offerings of competitive programs at other institutions.
- Q28: Section 3.4 Potential Markets Identification: In this context, is PTC thinking of geographic markets (e.g., counties, MSAs, zip code regions, or census tracts) or other market definitions (e.g., traditional, young adult, or older students; not employed vs. part-time employed vs. full-time employed; specific interest areas; active military vs. civilian vs. retired military; etc.)?  
A28: We have a defined seven-county service region, so identifying potential geographic markets outside our region is of some, but limited use. We are more interested in the latter market definitions.
- Q29: Section 3.5 Potential Segments Identification: How does what PTC is looking for in this section differ from and relate to Section 3.4 Potential Markets Identification?  
A29: We are hoping to identify potential new and underutilized market segments for new/existing programs and to get some recommendations on how to best approach those markets (i.e. repackaging programs, launching new initiatives, etc.). 3.4 and 3.5 are related, but we see 3.4 as a high-level description and 3.5 as an exploration of how the market segments might best be addressed.
- Q30: Several of the points identified in the scoping document 3.1 – 3.5 reference the impact of positioning on enrollment, either related to specific programs or Piedmont Technical College overall. Does PTC have any reasonably recent image/perception research among prospective students (traditional age, adult, transfer, etc.) confirming their opinions of PTC and/or the position of PTC relative to competitors? And if so, is it safe to assume it would be available for use in completing the engagement?  
A30: PTC does not have recent image/perception research.

END OF AMENDMENT