



RFP 465-10 ONLINE MARKETING CONSULTANT

Addendum 001 Issued 4-29-2010

Below are the questions we have received from various parties with respect to this Request for Proposal, along with our response (indicated in red font). Although we have endeavored to remove duplicate questions, we have presented the questions below in an unedited format. We hope this is helpful to you in preparing your proposal. Please remember that proposals are due by 4:00pm Mountain Time on **May 4, 2010**. Please follow the submittal instructions carefully when submitting your proposal. CMC is not able to accept a late submittal.

1. In the RFP, on pg.2, it states that the college is seeking a partner that will help “take this to the next level”. Who will be responsible for executing the developed strategy? **Our Director of Marketing and Communications is Doug Stewart.**
2. Has CMC, or the group responsible for reviewing the responses, ever been through a digital strategy development process before? **No.**
3. Will there be preference for a local, small or disadvantage business? **No. However, as mentioned in the RFP the Selection Committee for this project is able to consider geographic location in its decision making process insofar as it may be advantageous to CMC to have local partner.**
4. Is there an incumbent? **No, this is a new initiative.**
5. Do you expect the specific requirements of the engagement to be fleshed out after the proposal award? **Absolutely. The purpose of this RFP is to find the right partner at which point we will draft the scope together.**
6. Should the price proposal for the marketing strategy and consulting be priced separately? **Yes please, it is helpful for us if you break your pricing out so that we can better understand our investment in this project.**

7. Is the proposal award going to one company or will it be broken into different awards? **Our preference is to award to one vendor, however we would allow that vendor to sub-contract a portion of the project to someone else at their discretion. It is also possible that we would award to more than one vendor, but only with good reason to do so.**

8. What is expected difference you are looking for that makes the RFI separate from the RFP? There are no specific requirements for the RFI. **The RFI is a request from interested vendors to CMC for the information they made need to submit an intelligent bid. That is what this addendum and Addendum 002 will address. The RFP submittal is the vendor's response that our Selection Committee will then use to determine a vendor shortlist.**

9. What is the overall budget (or range) that is available for this project? **Negotiable and we are looking to the submitting community to help us understand what our investment needs to be. Our objective is to identify the "best value" for the college, not necessarily the lowest priced submittal. Your objective in your submittal is to make it through to the shortlist of candidates that the college will interview. We may post additional budget information in Addendum 002 that will be released on 04-30-2010.**

10. Is the Colorado Mountain College Online a separate entity under the Colorado Mountain College umbrella? **No, we are one college.**

Please note that CMC intends to release an additional addendum for this project by 6:00 pm on 04-30-2010. See the CMC website at www.coloradomtn.edu/purchasing for Addendum 002 that will contain answers to additional vendor questions. Thank you.