



UNIVERSITY OF BALTIMORE

Office of Procurement

DATE: June 5, 2025

TO: All Prospective Proposers

FROM: Beth Kirk
Director of Procurement and Adrienne Smith
Contract Specialist
bvukirk@ubalt.edu asmith@ubalt.edu

RE: **ADDENDUM 1 to RFP UB-25-BK-18, Adult Learner Recruitment Svs**

The following amends the above referenced Solicitation documents. Receipt of this addendum is to be acknowledged by completing the enclosed "Acknowledgement of Receipt of Addenda Form" and including it in the Proposal.

1. The Virtual Pre-Proposal Conference was held on June 4, 2025, from 10:30 to approximately 11:15 (ET). UBalt Procurement and various UBalt representatives were in attendance.

Firms that registered and/or attended are provided in this addendum, see attached.

2. Questions received during the Pre-Proposal conference are also provided in the attached Question and Response Log (attached). All received questions will be provided in this format.
3. **MODIFICATIONS to the RFP:**

➤ **1.19 MINORITY BUSINESS ENTERPRISES (MBE).**

The following language/requirement is added to this section:

Appendix M, is incorporated into this RFP, provided under a separate cover.

Subgoals are not required under this RFP.

➤ **1.21 ALTERNATE SOLUTION PROPOSALS.**

The following language/requirement is added to this section:

Alternate Proposal shall be clearly marked "ALTERNATE SOLUTION" on the cover page.

➤ **1.3.4 Section 4: Company/Firm Profile.**

The following language/requirement is added to this section:

d. Attachment A, per the Minimum Qualification Requirement Section Proposers are to submit/include in this Section of their proposal a completed Attachment A.

➤ **1.3.7 Section 11: Other Requirements and Forms.**

The following language/requirement is added to this section:

1.3.13 Complete and submit, MBE Form/s: MBE- 1A MBE Utilization and Fair Solicitation Affidavit & MBE Participation Schedule Part 1 and MBE- 1 A- Part 2 – MBE Utilization and Fair Solicitation Affidavit and MBE Participation Schedule.

Note: See, Appendix M, provided under a separate cover via UBalt's Bid Board). Proposers are to include completed forms in your firm's proposal.

➤ **Section III. Article 2. Article 2. FINANCIAL PROPOSAL RESPONSE REQUIREMENTS ONLY INVITED FIRMS**

The section/paragraph referenced below is replaced in its entirety with the following:

2.2 Financial Proposals. Also, see Appendix B for the Financial Proposal Form

- *Proposers must complete and submit the Financial/Price Proposal Form included in Appendix B.*
- *Please provide a pricing schedule for your firm's services. Indicate what your pricing covers and billing expectations, if any. Offerors may include various pricing schedules and options. The University's intent is to evaluate the various pricing schedules/models and choose the vendor(s) that can best meet our needs.*
- *Complete and Submit the MBE Form/s: MBE 1A- Part 3 and Part 4 (Part 4 if applicable) – MBE Participation Schedule*

Note: See, Appendix M, provided under a separate cover via UBalt's Bid Board). Proposers are to include completed forms in your firm's proposal.

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA FORM

FOR: **ADDENDUM 1 to RFP UB-25-BK-18, Adult Learner Recruitment Svs.**

TECHNICAL PROPOSAL DUE DATE:

June 23, 2025, at 12:00 PM (ET)

NAME OF PROPOSER: _____

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA

The undersigned, hereby acknowledges the receipt of the following addenda:

Addendum No. 1 dated 6-5-2025

Addendum No. dated

Addendum No. dated

Addendum No. dated

Addendum No. dated

As stated in the Solicitation/RFP documents, this form is included in our Proposal.

Signature

Name Printed

Title

Pre-Proposal Registrations and Attendees

Vendor	Title	Email
EducationDynamics	VP of Partnerships	kkogan@educationdynamics.com
	Chef Operator & Business Consultant	cvthurstonbusiness@gmail.com
All Campus	AVP University Solutions - Operations and Implementation	rhamann@allcampus.com
Vectra LLC	CEO & Founder	jamaL.drake@vectrallc.com
Bizzell Group	Senior Business Consultant	KWhite@bizzellus.com
Furman Roth Advertising		sallym@furmanroth.com
Furman Roth Advertising	SVP/Group Account Director	
Furman Roth Advertising	Marketing Director	
Furman Roth Advertising	Account Coordinator	
Connelly Partners	Managing Director of Education	gbegin@connellypartners.com
Connelly Partners	Brand Supervisor	
Risepoint	VP New Partnerships	daniel.bartell@risepoint.com
Risepoint	Bid Manager	
Liaison International	Client Success Director	rfp@liaisonedu.com
Kennedy & Company Education Strategies	Principal	ssnow@kennedyandcompany.com
Collegis Education	Sr Manager, Strategic Partnerships	tony.fell@collegiseducation.com
EAB Global, Inc.	Associate Director, Proposals	mresk@eab.com
Everspring	University Partnerships	lcervantes@everspringpartners.com
Everspring	Business Development Representative	
Everspring	Senior Writer & Content Strategist	
TMaree Solutions LLC	Senior Consultant	tammy.jones.tj9@gmail.com
TMaree Solutions LLC	Senior Recruiter	
Collegis Education	Sr. Director Partner Operations	Christine.dahl@collegiseducation.com
Collegis Education	Tanner Kent	tony.fell@collegiseducation.com
Furmon Ruth	Clark	

Question and Response Log

Q No.	Adden. No.	Question	UBALT Response
1	1	Are all graduate programs included in the requires services, regardless if the program is online or onsite?	Yes, all graduate programs are included in the services, regardless if the program is on-line, on-campus, in-person, or hybrid.
2	1	Is there an incumbent?	Yes, EAB is currently providing the services.
3	1	When you say increase the number of applicants, do you have goals with new lead and enrollments?	We have projections and we will work with our partner to determine a reasonable goal but we do desire and expect increases year after year as we work with our partner.
4	1	Is this fee for revenue share or services?	Fee is for services, no revenue sharing.
5	1	Could you please share a budget?	We are unable to share this at this time.
End of Questions and Responses - Addendum 1			