



ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA FORM

FOR: ADDENDUM 3 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. 2 dated 6-6-2025

Addendum No. 3 dated 6-9-2025

Addendum No. dated

Addendum No. dated

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

Signature

Name Printed

Title

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.
6	2	Does the University of Baltimore plan to use it's own enrollment counselors to advise prospective student inquiries and help them complete applications, or does the RFP include this service?	UBalt's enrollment counselors and the enrollment partner should collaborate to advise prospective student inquiries and push them to the applicant stage. Once a student applies, UBalt will assist them complete their applications (what they need to complete, answer questions etc.,) communication from the awarded contract to encourage or remind them to complete application/s is acceptable and may be required, if determined by UBalt. Proposers are advised to review the Scope of Work and Services to ensure a full understanding of the required services.
7	2	Has the university already decided which degree programs the services requested will support? If so, which programs are they?	UBalt expects the partner to work with the Enrollment Management (EM) team, academic deans and program directors to determine and advise which degree programs are competitive in the marketplace, and we should target.
8	2	Does the University currently have a vendor(s) to provide the requested services?	Yes, EAB is currently providing the services.
9	3	Can the University provide lead volume and new enrollment (i.e., starts) for the past 3-5 academic years? a. If so, please disaggregate by program. b. If so, please disaggregate by modality.	Currently, the University can provide the following information: 1. Graduate yield rate (number admitted over number attended) from 2021 to 2024: 50% 2. Over 3 years there was an average 17% increase in graduate applications. 3. Over 3 years Undergraduate (UG) transfer, first-year and first-time undergraduate applications have fluctuated.

		c. If not, please provide general trends over the last 3-5 years (e.g., X% increase/decrease).	<p>4. Over 3 years, an average 8% increase in Grad and UG applications</p> <p>5. Over 3 years, an average 32% increase in prospective leads.</p> <p>6. In 10 years:</p> <ul style="list-style-type: none"> a. Total enrollment (grad, UG and Law) – 3425 b. New Grad, not including law – 255 (64%)
10	2	Can the University share specific goals for this project? For example, X% growth in leads, conversion rates, enrollments in a certain time period?	UBalt will work with the partner to determine the rate of growth to reach each year's goals.
11	2	What is the preferred partnership structure? Fee for Service or Revenue Share?	Fee is for services, no revenue sharing.
12	2	Do the services encompass all graduate programs regardless of modality (in-person, online, hybrid).	Yes, all modalities for graduate programs and Undergraduate (UG) degree completion programs, i.e., transfer students.
13	2	Are there any graduate programs that would be excluded?	Yes, some will be excluded based on market competitiveness data and potential to grow.
14	2	Would UBalt consider a proposal to provide all included marketing services in addition to enrollment management services for the programs addressed by the RFP?	No. This solicitation is for Adult Learner Recruitment Services only. The University of Baltimore has a separate, active contract for University Marketing, Advertising and Web Services.
15	2	We understand there is a 5% MBE utilization goal associated with this RFP. May we confirm that there is no MBE documentation requirement for RFP submission?	Submission of MBE Documentation is required under this RFP, see Addendum 1 and Appendix M for more details and information.
16	3	Can UBalt please share which department(s) are overseeing the evaluation process for this RFP?	Various Department representatives from different areas and schools will participate in this RFP.

17	3	Would UBalt be open to vendors moving the details for Attachment A: Company Profile Form into Word so that we can expand upon our responses with additional details and screenshots/images where necessary?	Proposers may add additional lines below the sections already provided to allow more room for text/responses. However, Proposer shall not change the information requested by deleting, moving of fields, the order in which the form is currently designed (layout) must stay the same.
18	3	If selected to provide a Financial Proposal, would UBalt be open to vendors moving the Appendix B: Price Form Excel file into Word so that we can expand upon our response and include additional details where necessary, while ensuring we maintain integrity of the Excel file?	If your firm is invited to the Financial Proposal phase, the Excel sheet must be provided. Proposers may add additional information and details in a separate field. Proposers shall not change the information requested by deleting or moving fields out of order.
19	3	We are extremely cautious in sharing information that contains our security safe measures for data. If selected to provide Technology Requirements, would UBalt accept our HECVAT Excel spreadsheet via a secured Box link?	The HECVAT report sent should be sent via our TeamDynamix system (RFP Technical Proposal Link), which is a secure system. The University may consider the use of a Box link at another time, should UBalt find it necessary and acceptable.
20	3	If selected to provide Technology Requirements, is UBalt willing to sign an NDA so that we may provide our SOC 2/Type 2 report in a protected manner? Additionally, would UBalt accept our SOC 2/Type 2 report via a secured Box link?	UBalt may consider signing an NDA depending on the terms and conditions of the NDA. The SOC 2/ TYPE 2 report sent should be sent via our TeamDynamix system (RFP Technical Proposal Link), which is a secure system. The University may consider the use of a Box link at another time, should UBalt find it necessary and acceptable.
21	3	Is it acceptable for an authorized agent to sign on behalf of a company officer, accompanied by a letter of authority, to help streamline signature requirements?	Yes, this is acceptable. An authorized agent may sign on behalf of a company officer, a letter by the firm's authority stating as such will be accepted.
22	3	The Technical Response Requirements, Section 6. Scope of Services (RFP p. 21) indicates that vendors should respond to 6.5 Paid Lead Generation Strategy. Are	With respect to Response Requirement 6.5, Paid Lead Generation Strategy and other sections. Proposers are to provide an overview of their services in these areas and specificity

		<p>there any corresponding prompts or specific questions for this subcategory, or should vendors simply provide an overview of their services in this area?</p> <p>We did not see this detailed between D. Organic Lead Generation Strategy and E. Yield Strategies (RFP p. 15-16).</p>	<p>that allows UBalt to fully understand your firms capabilities. Proposers are advised to review the Section II, Scope of Services to obtain more information regarding UBalt's requirements. Additionally, Response Requirements 6.6, Yield Strategies include additional sub-points.</p>
<p align="center">End of Questions and Responses - Addendum 3</p>			