



**ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA FORM**

**FOR:           ADDENDUM 2 to RFP UB-25-BK-18, Adult Learner Recruitment Svs.**

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**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.                             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

<b>Q No.</b>	<b>Adden. No.</b>	<b>Question</b>	<b>UBALT Response</b>
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	2	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.	A response will be provided in Addendum 3.

		c. If not, please provide general trends over the last 3-5 years (e.g., X% increase/decrease).	
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.
<b>End of Questions and Responses - Addendum 2</b>			