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|  REQUEST FOR PROPOSAL AMENDMENT ONE | Solicitation Number: | RFP0038-21 |
| | Date Issued: | 09/30/2021 |
| | Procurement Officer: | Dianna Cecala |
| | Phone: | 843-349-5207 |
| | E-Mail Address: | Dianna.cecala@hgtc.edu |

DESCRIPTION: **Market Research Consulting Services**

USING GOVERNMENTAL UNIT: **Horry Georgetown Technical College**

The Term "Offer" Means Your "Bid" or "Proposal". Your offer must be submitted in a sealed package. Solicitation Number & Opening Date must appear on package exterior. See "Submitting Your Offer" provision.

SUBMIT YOUR SEALED PROPOSAL TO EITHER OF THE FOLLOWING ADDRESSES:

MAILING ADDRESS:

Procurement Office
Horry Georgetown Technical College
PO Box 261966
Conway, SC 29528-6066

PHYSICAL ADDRESS:

Procurement Office
Horry Georgetown Technical College
2050 Hwy 501 E, Bldg 100, 2nd floor
Conway, SC 29526

SUBMIT OFFER BY (Opening Date/Time): **10/19/2021 4:00 pm** (See "Deadline For Submission Of Offer" provision)

QUESTIONS MUST BE RECEIVED BY **10/12/2021 5:00 pm** (See "Questions From Offerors" provision)

NUMBER OF COPIES TO BE SUBMITTED: **1 original, 4 hard copies marked "copy" and 1 redacted copy**

CONFERENCE TYPE **Pre-Bid**

DATE & TIME: **October 6, 2021 at 3:00 via Microsoft Teams**

LOCATION: Teleconference Only

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

**AWARD &
AMENDMENTS**

The Intent to Award will be posted **November 10, 2021**. The Intent to Award and final award, this solicitation, any amendments, and any related notices will be posted at the following web address: <http://www.hgtc.edu/purchasing>

You must submit a signed copy of this form with Your Offer. By submitting a bid or proposal, You agree to be bound by the terms of the Solicitation. You agree to hold Your Offer open for a minimum of sixty (120) calendar days after the Opening Date. (See "Signing Your Offer" and "Electronic Signature" provisions.)

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)

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)
local)

☐ Corporation (tax-exempt)

☐ Government entity (federal, state, or

PAGE TWO

(Return Page Two with Your Offer)

| | |
|---|--|
| HOME OFFICE ADDRESS (Address for offeror's home office / principal place of business) | NOTICE ADDRESS (Address to which all procurement and contract related notices should be sent.) (See "Notice" clause) |
| | Area Code - Number - Extension _____ |
| | E- mail Address _____ |

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|---|---|
| PAYMENT ADDRESS (Address to which payments will be sent.) (See "Payment" clause) | ORDER-ADDRESS (Address to which purchase orders will be sent) (See "Purchase Orders and "Contract Documents" clauses) |
| Payment Address same as Home Office Address Payment Address same as Notice Address (check only one) _____ _____ | Order Address same as Home Office Address Order Address same as Notice Address (check only one) _____ _____ |

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|--|-----------------|---------------|-----------------|---------------|-----------------|---------------|-----------------|
| ACKNOWLEDGMENT OF AMENDMENTS | | | | | | | |
| Offerors acknowledges receipt of amendments by indicating amendment number and its date of issue. (See "Amendments to Solicitation" Provision) | | | | | | | |
| Amendment No. | Amendment Issue | Amendment No. | Amendment Issue | Amendment No. | Amendment Issue | Amendment No. | Amendment Issue |
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| 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. **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 DO NOT APPLY*****

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)).

*****PREFERENCES DO NOT APPLY*****

_____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)

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: www.procurement.sc.gov (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]

Solicitation # RFP0038-21 is hereby amended to incorporate the following:

I. SCOPE OF SOLICITATION, Timeframe for Completion has been amended to read:

HGTC desires for all fieldwork, research, and analysis to be completed on January 25th, 2022, with a draft report of findings and recommendations being provided to the College's President and Leadership Team on or before that date. A final copy of the selected firm's work will be completed and submitted to the President and Leadership Team on or before February 15, 2022.

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]

- What is your deadline to answer vendor questions for this RFP?
SC State Procurement states that answers to offeror's questions must be published, at a minimum, 5 days prior to bid opening.
- How do you define a successful outcome of this project?
The College will have a better understanding of the needs and perceptions of its market as well as provided with some actionable strategies for addressing the needs of the stakeholders.
- We noticed you placed emphasis on vendors who had prior experience with SC Technical College System and your specific service area. What are the evaluation factors you will be using to score proposals from vendors?
Evaluation factors can be found on page 24, section VI. of the solicitation.
- What percent will each factor contribute to an overall score?
SC State Procurement does not require us to publish the numerical weighting for each factor.
- Who (e.g., what teams and roles) will be involved in proposal evaluations and decision-making?
SC State Procurement does not require us to identify selection committee members.

- What qualities do you seek in a new agency partner? Which qualities are most important?
Offerer's qualifications have been listed in the solicitation in sections III and section V
- Will local or in-state agencies be given preference?
As identified on page TWO of the solicitation, no preferences apply when the solicitation is a request for proposal.
- Are there any agencies that may be given advantage by virtue of a recent working relationship?
No, that would be unethical.
- What is the anticipated not-to-exceed amount and/or budget range? If a specific number is not identified, a range would be helpful (e.g., \$50,000 or less, \$50K-\$75K, more than \$75K?).
We have purposely left this out of our solicitation, and it is not mandatory for use to publish a budget.
- The RFP states Nov. 10 work begins, Dec. 20 draft report sent to leadership. That is just 5 weeks (including Thanksgiving Nov. 24-26 closure.) This is an aggressive timeline for all the activities outlined. Should we consider this timeline fixed for draft reports to campus leadership by Dec. 20 for all activities, recommendations? Typically, one project of this nature might normally take 6-8 weeks.
We have been made aware of the time frame issues and intent to include new dates in an Amendment.
- What specific research (informal or formal, internal or from external consultants) have you conducted in the past 5 years that will inform this effort (e.g., Community College Survey of Student Engagement (CCSSE), focus groups, internal web surveys, Admitted Student surveys, alumni surveys, past vendor or consulting work)?
CCSSE, Focus Groups with current students, internal satisfaction surveys of grads, employers, and alumni.
- Do you have National Clearinghouse data to inform your selection of competitors in order to determine where students have applied?
We do have access to National Student Clearinghouse data
- Will the college supply names and emails for the prospective students for a survey? How many email records are available for the inquiring or prospective student? (This is directory-level data.)
If available, we will. We currently do not have a number for this.
- What are your biggest challenges to attract students to HGTC from a recruitment perspective? Competition from other local post-secondary institutions.
 - Stigma of a technical college education.
 - A lacking awareness of the state-of-the-art facilities on our campus. A discontinuation of field trips and large group gatherings by schools will further affect the number of group tours on campus and limit exposure to our facilities.
 - Hesitancy to list HGTC as a receiver school for SAT and SAT score data. Overall decline in students taking standardized testing has also resulted in fewer names on bought lists from SAT and ACT.
 - Our local guidance counselors have always helped disseminate information about HGTC to their students; however, limited access to high school guidance counselors due to new COVID precautionary practices in K-12 schools has made it difficult to provide them with updated information.

- Have you established a set of marketing personas for your primary target audiences (first time students, nontraditional adult students, students who stopped out)?
Our budget supports target marketing for parents, HS students, and non-traditional.

- SUBMIT OFFER BY (Opening Date/Time) remains the same: 10/19/2021 at 4:00 p.m.

- All other terms and conditions remain the same.

END OF AMENDMENT #1 for Solicitation No. 540002168