

MONTGOMERY COLLEGE • OFFICE OF PROCUREMENT  
REQUEST FOR PROPOSAL TITLE: STRATEGIC COMMUNICATIONS  
RFP NUMBER: E525-001  
RFP CLOSING DATE AND TIME: SEPTEMBER 16, 2024 at 3:00 P.M.




**ADDENDUM #1**

Issued: September 6, 2024

**ADDENDUM FOR THE PURPOSE OF:**

1. To provide College response to vendor questions.

**All other specifications, terms and conditions remain unchanged.**

 for  
\_\_\_\_\_  
**Patrick Johnson, MBA, CPPB**  
Director of Procurement

Please **sign** below to acknowledge receipt of this Addendum and include in the Technical Proposal submission. Failure to return this Acknowledgement of Addendum may deem a proposal nonresponsive.

**NOTE:** All proposals **MUST BE RECEIVED electronically** by 3:00 PM Eastern Standard Time on September 16, 2024.

Electronic proposal submission shall be sent to the following email address prior to the submittal deadline date and time: [vendor.proposals@montgomerycollege.edu](mailto:vendor.proposals@montgomerycollege.edu). **No responses will be accepted after this date and time.**

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed/Typed Signature

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QUESTION:	ANSWER:
1.) Section 2.3.1.3 of the RFP references benchmarking Montgomery College against peer higher education firms. Should this analysis focus specifically on the communications strategies of peer firms?	All responses should be comprehensive.
2.) Is there a page limit for the proposal?	There is no page limit. However, please ensure that your response to each section is both clear and concise.
3.) May offerors provide more than three references?	Only three references are required. However, please do not provide more than 5.
4.) What is the estimated budget range?	No estimated budget will be provided at this time. Responses should be within the scope of the RFP and the work being requested.
5.) The price form requests a total price for the “standard annual fee” and provides a space for optional “related consulting fees as needed,” framed as an hourly rate. Can you please clarify what constitutes “related consulting fees as needed”? Can you also confirm that we may edit the form to add additional clarity?	Related consulting fees includes additional support that the College determines is needed following the meeting of all deliverables outlined in the RFP and agreed upon by both parties. Please complete the form as provided in the RFP.
6.) Do you have an estimated number of hours or level of support in mind for the ongoing counsel and implementation advice?	The expectation is that qualified firms will respond to the RFP and understand the scope of work, as well as the hours needed to complete the requested work.
7.) To maintain the confidentiality of other clients, may we submit sample SWOT analyses and communications plans with identifying sections blurred/redacted?	Yes, however, the expectation is that qualified firms submit clean, clear and concise responses to this RFP. It is up to bidding firms to put their best foot forward and determine how they will demonstrate that via their RFP response.
8.) Is there preference for a local/Maryland firm? Are you open to considering firms located outside of Maryland?	All qualified candidates will be considered.
9.) The RFP notes that corporations incorporated outside of the state of	In order to be considered, all firms <b>must</b> be registered in the State of Maryland and in

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<p>Maryland must be registered and in good standing no later than the submittal deadline date. However, the SDAT website seems to show that there is currently at least a three-week delay between online business filings and review/approval. Since it is unlikely a new application will be approved before the submission deadline, is it sufficient to have the registration still in process? Or are we prohibited from submitting?</p>	<p>good standing. There are no exceptions to this requirement.</p>
<p>10.) The RFP mentions local, regional, and national audiences. Are the priorities for this engagement evenly split among these three geographies, or is one more important than another?</p>	<p>We are looking for qualified firms to present their perspectives, assess, evaluate and provide recommendations to the College on a new strategy, which may or may not be evenly split.</p>
<p>11.) Has MC worked with a communications firm or had a communications strategy before? Why is the College issuing this RFP now?</p>	<p>Yes. We are in need of a qualified partner, which is why this RFP was issued.</p>
<p>12.) Is there an incumbent firm?</p>	<p>Currently, there is no incumbent firm.</p>
<p>13.) Will any of the work require an onsite campus presence?</p>	<p>There may be occasions over the life of the contract when an onsite presence will be required.</p>
<p>14.) Are there particular communications challenges at the College that you hope the communications plan will address?</p>	<p>There are some challenges. These will be discussed at a later date as we determine qualified candidates.</p>
<p>15.) Can you share any budget guidance for this engagement? Even a budget range would be helpful to ensure what we propose matches the resources available.</p>	<p>Not at this time.</p>

\*\*\*\*\***END OF QUESTIONS AND ANSWERS**\*\*\*\*\*