



# PRINCE GEORGE'S COMMUNITY COLLEGE

DATE: November 22, 2022

TO: All Prospective Proposers

FROM: Nena Charity  
Purchasing Manager, Office of Procurement  
301-546-0025

RE: **Addendum 1: RFP 23-09 Agency of Record-Brand Development & Enrollment Campaign Services**

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The following amends the above referenced RFP documents. Receipt of this Addendum 1 is to be acknowledged by completing the enclosed "Acknowledgement of Receipt of Addenda Form" and including it in the Technical Proposal.

## **1. Updated Section II. SCOPE of WORK; METRICS and KPI'S.**

An updated Scope of Work; section metrics and KPI's has been provided as additional language to page 10 of the RFP on the Prince George's Community College (PGCC) Procurement page, under 23-09 Agency of Record-Brand Development & Enrollment Campaign Services. It's includes the FY22 actuals and target numbers for FY25. This gives vendors a clearer understanding of the expectation.

## **2. Clarification of Contract Terms.**

This procurement is expected to commence over a 3-year contract with possible option years and it will be awarded to one vendor.

End of Addendum 1 dated 11-22-2022

**ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA FORM**

**RFP NO.:** 23-09

**TECHNICAL AND FEE PROPOSAL DUE DATE:**

Monday, December 12, 2022, on or before 4:00 P.M. ET

**RFP FOR:** RFP 23-09 – Agency of Record-Brand Development & Enrollment Campaign Services

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**NAME OF PROPOSER:** \_\_\_\_\_

**ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA**

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

Addendum No.   1                        dated 11-22-2022

Addendum No.                             dated       

Addendum No.                             dated       

Addendum No.                             dated       

Addendum No.                             dated       

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

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name Printed

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

END OF FORM

## METRICS AND KPI'S

### Outcomes

PGCC has a recognizable, respected brand presence and reputation for achieving excellent outcomes.

Actual FY22 76%

Target FY25 82%

Increase in NPS (net promoter score) and brand sentiment.

### Indicator 1

PGCC has a positive reputation for academic quality.

Actual FY22 77%

Target FY25 82%

### Indicator 2

Likelihood of community members to apply to a degree program at PGCC.

Actual FY22 31%

Target FY25 36%

### Indicator 3

Likelihood of community members to take non-degree courses at PGCC.

Actual FY22 37%

Target FY25 42%

NOTE: This should be collected from a brand reputation survey, the aggregate percentage of current college students, prospective college students, and former PGCC students who responded Excellent or Good to the following item: