

June 28, 2016

To: All Prospective Bidders

From: Sharon G. Barry, Director, Goods and Non-technology Services

Re: Addendum Number Three to UMUC RFP 91422 - Marketing Research Services

As a result of the inadvertent omission of a vendor question that was timely received, the following amends the above-referenced solicitation documents. Receipt of this addendum is to be acknowledged in accordance with Section III., Article 1., Paragraph 2.9, by completing the "Acknowledgement of Receipt of Addenda Form" and including it within the firm's Technical Proposal submission.

1. What existing data or analysis, if any, does UMUC have/could UMUC provide as part of this engagement?

UMUC can provide a detailed profile of our students and our programs of study. However, no data on our marketing initiatives will be provided, so as not to bias proposals. What UMUC does in the local may have little bearing on what is necessary to be successful in new markets.