



UNIVERSITY OF MARYLAND GLOBAL CAMPUS

DATE: October 16, 2020

TO: All Prospective Proposers

FROM: Alicia Klein
Director, Technology Procurement
301-985-7223

and

Eric Pfister
Assistant Director, Technology Procurement
301-985-7095

RE: RFP # 91835 – Contact Center Services for Higher Education Enrollment Management
Addendum #1 dated 10/16/2020

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

1. Attached, please find the RFP Questions Log that provides answers to all questions received about this RFP prior to the deadline.
2. The due date and time for the Technical Proposal is **Monday, October, 26, 2020, on or before 2:00 PM ET**. Proposals must be submitted electronically in accordance with Section I., paragraph 5 at page 5 of the RFP document. **Late proposals cannot be accepted.**
3. Receipt of this addendum is to be acknowledged by completing the enclosed "Acknowledgement of Receipt of Addenda Form" and including it in the Technical Proposal.

End of Addendum 1 dated 10-16-2020

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA FORM

Solicitation: UMGC RFP #91835 – Contact Center Services for Higher Education Enrollment Management

TECHNICAL PROPOSAL DUE DATE: Monday, October 26, 2020 at 2:00 PM ET

NAME OF PROPOSER: _____

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA

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

Addendum No. <u> 1 </u>	dated <u>10/16/2020</u>
Addendum No. _____	dated _____

Signature

Name Printed

Title

Question No.	Question	UMGC Response
1	Is the solicitation does needed for this contract if we exceed \$100,000?	Please refer to Section III. Procurement Phases and Evaluation Process, Article 1. Technical Proposal Requirements at pages 12 - 16 of the RFP document for information about what is required to submit a Technical Proposal. Please read the entire Request for Proposal ("RFP") document for instructions and requirements.
2	Do we need to finish the solicitation activities before we place the bid?	See UMGC's response to question #1 above.
3	What would be the call volume per day and how much would be a TAT [defined as "turnaround time"] for each call?	Please refer to Section II. Scope of Work, paragraph 3 at pages 8 - 11 of the RFP document for the service requirements of this RFP. UMGC expects to assign 1,000 inquiries per month for outbound calls.
4	What [is] the expected TAT [defined as "turnaround time"] for each call?	Please refer to Section II. Scope of Work, paragraph 3 at pages 8 - 11 of the RFP document for the service requirements of this RFP.
5	What are the org level documents needed for a firm to be qualified for this RFP who has centers in the US as well as other countries?	See UMGC's response to question #1 above.
6	We have a head office in NJ and we have our offices in India as well as Denver. Can we provide these services using our India team keeping the US head office as our primary contact center?	UMGC requires all services to be provided from within the U.S.
7	Coverage Hours	Please refer to Section II. Scope of Work, paragraph 3 at pages 8 - 11 of the RFP document for the required service coverage hours and also this question and answer log for any clarifications re: coverage hours.
8	How many inquiries are anticipated on a weekly and/or monthly basis for this supplemental partnership team?	UMGC expects to assign 1,000 inquiries per month, for outbound calls, to start.
9	Please provide a high level response of Inquiry Source Type or Mix.	Specific information about Inquiry Source Type or Mix will be discussed with and provided to the awarded firm.
10	Which Level (ie: UG and/or Grad) and what degree programs will this partnership team support?	The awarded firm will be expected to support undergraduate ("UG"), graduate ("GR") and doctoral students for the UMGC Admissions Office.
11	What are UMGC's PY (including this most recent Fall start) conversion stats on the following (we understand you may need to translate to your university lingo):	
	11.a - Inquiry to Submitted App	UMGC does not have a statistic for this.
	11.b. - Inquiry to Completed App	33%
	11.c. - Completed App to Admit Status	Do not track, we are open enrollment
	11.d. - Admit to Point of Registration Status	38%
	11.e. - Registration Status to Enrolled (or Start)	Enrolled = Registered
11.f. - Inquiry to Start Conversion	12.40%	

Question No.	Question	UMGC Response
12	What is the average handling time of that initial contact / student "consult" that is referenced in the RFP?	Consults take approximately 15 minutes.
13	How many term starts per year does UMGC have?	UMGC has three (3) terms per year. Please refer to the academic calendar on our website - https://www.umgc.edu/admissions/academic-calendar.cfm for more information about start dates.
14	Please clarify: In one section of the RFP it state[s] the partnership team is to take the student to the "Point of Registration" before warm-transferring, and in another section it states that the partnership team will take the "inquiries to application, then from application to new student". Is "Point of Registration" and "New Student" status one in the same? Thank you for clarifying and/or expanding on this response as needed. Ultimately what we are trying to confirm is the exact expectation of this partnership team. [Is it] expected that we take the student from "Inquiry to (what status), then warm transfer to the UMGC team members"?	Yes, point of registration is also point of start for UMGC. There is a possibility the student will be disenrolled if they do not pay although UMGC will handle that portion of the process.
15	Will a Maryland-based enterprise (Small Business, WOSB, MBE) be given higher consideration than an out-of-state enterprise with the same certifications and of the same caliber?	Please refer to Section III. Procurement Phases and Evaluation Process, Article 2. Technical Evaluation Process at pages 17 - 19 of the RFP document for information about how Technical Proposals will be evaluated and Article 4. Final Evaluation, Ranking and Selection at pages 21 - 22 of the RFP document for information about selection for award.
16	Will a firm who is already certified in Maryland as a DBE, MBE or WBE be given higher consideration than an out-of-state enterprise with the same certifications and of the same caliber?	See UMGC's response to question #15 above.
17	What is an average call length?	UMGC expects the average call length to be 15-25 minutes.
18	Can UMGC provide quantities by response type (phone call, chat, email, web inquiry, web application) by month, day of week and time of day, across time zones? If not, will there be an initial period where the supplier can develop stats to feed the workforce management system for proper staffing?	UMGC expects the awarded firm to handle outbound calls for 1,000 inquiries per month. Specific information about quantities by response type will be shared with the awarded firm.
19	Are you looking for a shared-agent or dedicated-agent model?	UMGC expects a shared agent model.
20	Are you looking to hire Maryland residents, or can the provider hire from out-of-state?	It is not a requirement of the awarded firm to hire residents from a particular state within the U.S.. Please refer to Section II. Scope of Work at pages 8 - 11 of the RFP document for the service requirements of this RFP.
21	Will you agree to virtual agents, or must all agents work from the provider's call center?	Virtual agents are acceptable as long as the awarded firm has the ability to record calls ("call recording") and provide coaching and/or training to the virtual agents.
22	Can we work directly from your Salesforce instance? If so, will you pay for all licenses? If UMGC will not pay for licenses, what are the license fees?	Yes, UMGC can provide licensing so the awarded firm is able to access our Salesforce instance.

Question No.	Question	UMGC Response
23	Will you want to listen to taped calls, copies of texts, emails, etc.? If so, have you identified a quantity?	Yes. All interactions must be recorded and notated in the appropriate system. UMGC requires the ability to randomly observe and review the work provided by any agents assigned to perform services for UMGC.
24	When you say “quality assurance evaluations using live and recorded calls,” can virtually all calls be recorded? If not, what % must be live?	UMGC requires the ability to listen to recorded calls and live calls as needed.
25	Do you have a preferred method for the supplier to show “demonstrated ability” when referring to the supplier’s ability to provide a telephone call within 1 minute of inquiry receipt, or abandon rates under 2%?	Pursuant to Section III., paragraph 2.1 at pages 12 - 13 of the RFP document, Offerors are to provide their proposed solution to meet each of the requirements listed in Section II. Scope of Work at pages 8 - 11 of the RFP document, including, but not limited to, a narrative about the reporting performance metrics the Offeror will provide. Offerors are also to provide evident of similar/relevant experience, pursuant to section paragraph 2.3 at pages 14 - 15 of the RFP document. The awarded firm will be required to submit reports that track and measure the required service levels for this engagement.
26	Please define: “Awarded firm staff shall follow UMGC phone outline” [from Section II. Scope of Work, paragraph 3, subsection 3.4 at page 9 of the RFP].	UMGC uses an outline for our discussions with prospective students and applicants. This process will be shared with the awarded firm and must be adhered to by any and all staff providing outbound calls on behalf of UMGC.
27	Will the online applications and inquire forms have the legally required wording that acknowledges agreement for the provider to call, text, email, even using automated means and even if the submitter is on the DNC list?	UMGC will collect consent at the time of inquiry and application. UMGC also tracks internal Do Not Call ("DNC") requests. The awarded firm will need to scrub the phone numbers against DNC lists if a dialer will be used.
28	If we must match numbers against the DNC list, will UMGC pay for DNC screening?	UMGC will not pay for the awarded firm to perform DNC screening. This must be completed by the awarded firm.
29	Do you have current conversion metrics? (That you are looking for the provider to surpass.)	See UMGC's response to question #11 above.
30	Our firm has been assessed by a third-party HIPAA Compliance Partner, ProHIPAA. This partner has performed the required annual risk assessment and we have created all developed all required policies and procedures. Our team has also completed their required HIPAA compliance training so they know how to handle ePHI. Our Managed Services Provider is SOC2 compliant. Our CRM resides in a SOC2 compliant data center. Since we are now HIPAA compliant, it helps us begin the process towards becoming GDPR compliant. We currently work with one of the most respected universities in the world, and are required to complete annual data audits that address GDPR and our SOC2 status. Please advise if these security and confidentiality measures will meet requirements to be considered for this RFP.	Pursuant to Section III., Article 1. Technical Proposal Requirements, paragraph 2.1 at pages 12 - 13 of the RFP document, Offerors should address how they are compliant with GDPR, TCPA/DNC, FERPA, Title IV, ADA and 508 regulations. Please provide the information requested for consideration and evaluation by UMGC. HIPAA compliance is not required at the Inquiry and Applicant stage.
31	Please clarify the aggregate maximum fee for any Contract resulting from this Solicitation shall not exceed \$1,000,000. If the contract goes for 2 years, does this mean that the maximum for an annual fee is \$500,000. Specifically, should we be pricing for a 2-year contract or a 1-year contract, given the \$1,000,000 cap.	Per Section I., paragraph 9 at page 7 of the RFP document, the Initial Term of the contract is anticipated to be one (1) year with the option to renew for one (1) additional year. The maximum total spend for both years may not exceed \$1,000,000. How Offerors propose to price each year is based on the Offeror's fee structure but the total spend will not exceed \$1,000,000 and contract term will depend on total cost for the services.

Question No.	Question	UMGC Response
32	Will the weekly meeting be in person, or can we meet via video call?	Meeting via teleconference is acceptable.
33	If an audit of financial statements is required, who will be required to pay for the audit?	UMGC will not pay for an audit of financial statements.
34	Are you looking for a provider who can develop an entire marketing campaign for attracting student applications and inquiries? Or, are you looking for a provider who will handle manage, respond to and optimize results from a strategy that you have already developed?	UMGC expects the awarded firm to provide a strategy.
	34.a. If you are looking for an entire marketing campaign, do you have any background or requirements documentation?	Please refer to Section II. Scope of Work, paragraph 3 at pages 8 - 11 of the RFP document for the service requirements of this RFP.
	34.b. Are you extremely price sensitive on the marketing campaign development?	Please refer to Section III, Article 4. Final Evaluation, Ranking and Selection at pages 21 - 22 of the RFP document for information about the Final Ranking and Selection.
	34.c. When do you expect the marketing campaign to be deployed?	UMGC expects the marketing campaign to be deployed based on a mutually agreed upon schedule with the awarded firm.
35	Do you require the provider to have a contracting vehicle?	No, UMGC does not require the awarded firm to have a contracting vehicle.
36	Can you please provide inbound and outbound volume, by channel, for the last 12 months of the program?	UMGC expects the awarded firm to handle outbound calls for 1,000 inquiries per month. Specific information about volume will be shared with the awarded firm.
37	Is this phone only or are you utilizing chat and email?	The awarded firm can utilize email or text to work the inquiries assigned to them as long as they are DNC compliant. Chat is not an option as inquiries come to our group via our website.
38	If chat and/or email are not currently utilized, is that of interest in the future?	See UMGC's response to question #37 above.
39	What is the current Average Handle Time by channel?	The average handling time for outbound calls is 15-25 minutes.
40	What are the current KPI's?	Please refer to Section II. Scope of Work, paragraph 3 at pages 8 - 11 of the RFP document for the service requirements of this RFP.
41	Does the UMGC have a preferred workforce model: Dedicated, shared, blended?	See UMGC's response to question #19 above.
42	What are the language requirements for this program?	English is the language requirement for this RFP.
43	What is UMGC's length of training – number of hours?	UMGC does not require a specific number of hours for training. A mutually agreed upon training schedule will be determined with the awarded firm considering the awarded firm's skillset and training model.
44	Will UMGC provide the training curriculum/program?	Yes; UMGC will provide training materials to the awarded firm.
45	Will UMGC provide a resource for training?	Yes; UMGC will provide a resource or resources to train the awarded firm on the required outline and it is expected that the awarded firm will train their staff ("Train the Trainer approach").
46	Is it acceptable to conduct training in a virtual environment?	Training in a virtual environment is acceptable as long as the awarded firm has the ability to record training.

Question No.	Question	UMGC Response
47	We see that UMGC is currently utilizing Salesforce, what is the entire current technology stack (software/platforms) being used for this program?	UMGC uses Salesforce (CRM), PeopleSoft (Student Information System), OnBase and SMS Magic (for text messaging).
48	Is this currently being outsourced to a vendor/BPO or managed internally?	UMGC is not currently outsourcing this service. This is a new project and we do not have this in place now.
49	If a vendor/BPO can you share the name of that company?	See UMGC's response to question #48 above.
50	How many agents does UMGC or the incumbent have on this program (steady state and to address peaks?)	See UMGC's response to question #48 above.
51	What is going well with the program and where is there room for improvement?	See UMGC's response to question #48 above.
52	What are the top goals for the chosen vendor to focus on?	Please refer to Section II. Scope of Work, paragraph 3 at pages 8 - 11 of the RFP document for the service requirements of this RFP.
53	Can you provide historical call data (i.e. sample call arrival pattern by hour and/or by day) for staffing and workforce management plan purposes? The more granular the data, the better. If historical call data is unavailable, can you provide estimates?	Pursuant to Section II. Scope of Work, paragraph 3.5 at pages 9 - 10 of the RFP document, the awarded firm should have the ability to answer calls coming back to inquiries assigned to them as well as other inbound calls during high volume times. UMGC expects to assign the awarded firm 1,000 inquiries per month to make outbound calls and will provide notice to the awarded firm when and if additional inbound calls will be required. Historical call data will be shared with the awarded firm.
54	We've found the best results come when we can retain a daily minimum of inbound volume to accompany outbound campaigns. Is there a minimum volume daily that we can expect to receive?	See UMGC's response to question #53 above. There is no daily minimum for inbound calls. Callbacks are minimal for inquiries and applicants; the focus of the awarded firm should be on the outbound campaign.
55	Volumes around outbound? Cycles throughout the week?	See UMGC's response to question #8 above. UMGC will assign the inquiries with higher volumes in the beginning days of the week.
56	Volume projections for anticipated growth?	This is not available at this time.
57	How will we be receiving leads for outbound work? What technology are you currently using to provide leads for outbound dialing? In order to hit the metrics, do you have an example system flow for the triggers that would create the outbound dials?	UMGC will assign inquiries through Salesforce. Specific Salesforce integration details may be discussed with Shortlisted Firms during Oral Presentations/Discussion Sessions. Please refer to Section II. Scope of Work, paragraph 3 at pages 8 - 11 of the RFP document for the service requirements of this RFP.
58	What are the language requirements and applicable percentages? Do you have existing scripting or materials per language?	English is the language requirement. UMGC requires a consultative conversation so scripting is not used. UMGC will provide training and phone outlines.
59	Noted that the awarded firm must provide all services from their own location and using their own equipment. Is work at home approved? Is there an in-center support requirement? Is there a preference?	Work at home or in-center work support is acceptable.
60	What is the average handling time for both inbound and outbound calls?	The average handling time is 15-25 minutes.
61	Do you have preferred Efficiency Minutes Per Payable Hour that you want employees to have?	UMGC does not have a preferred Efficiently Minutes Per Payable Hour.
62	Any anticipated penalties or bonuses versus KPI attainment?	At this time, UMGC does not anticipate penalties or bonuses being assessed as a result of KPI attainment.

Question No.	Question	UMGC Response
63	What are the top 2-3 drivers/motivators that will influence your decision in awarding the contract?	Please refer to Section III. Procurement Phases and Evaluation Process, Article 2. Technical Evaluation Process at pages 17 - 19 of the RFP document for information about how Technical Proposals will be evaluated and Article 4. Final Evaluation, Ranking and Selection at pages 21 - 22 of the RFP document for information about selection for award.
64	In Section II. Scope of Work, 2. Business / Purpose, the RFP notes: The audience includes prospective student inquiries and applicants.	
	64.a. Does UMGC have approximate estimates or ranges for the initial monthly volume of inquiries and applicants that are going to be a part of the requested work?	See UMGC's response to question #8 above.
	64.b. Will the contact center work be in a particular segment of the UMGC student population – undergraduate versus graduate?	See UMGC's response to question #10 above.
65	In Section II. Scope of Work, 3.4 Outbound Call Specifications, the RFP notes: The awarded firm shall provide conversion from lead to application and conversion from application to new student to be equal to or greater than UMGC's conversion rate. What is UMGC's existing baseline conversion rate?	See UMGC's response to question #11 above.
66	Can you please provide the following?	
	66.a. Inquiry process flowchart detailing the inquiry process that enables us to pick up the query to call the individual.	a. UMGC will assign inquiries through Salesforce. Specific Salesforce integration details may be discussed with Shortlisted Firms during Oral Presentations/Discussion Sessions.
	66.b. Please provide historical inquiry arrival pattern by 30 minute interval – this enables us to estimate staffing requirements to deliver expected performance of response within 1 minute of receipt and abandonment rate < 2%.	b. Prospective proposers may base estimates on a flow of inquiries that is fairly evenly spread out over the course of the day; UMGC advertising runs continuously.
	66.c. What is the current abandonment rate and what % of inquiries are called within 1 minute of receipt?	c. UMGC does not use a dialer today and any abandon rates of the awarded firm must meet TCPA compliance.
	66.d. What is the current inquiry abandonment rate?	d. The current inquiry abandonment rate is not necessary for this RFP.
	66.e. What is the process when an inquiry call is made and there is no answer? Please detail the completion process and performance requirements.	e. The process would be to leave a message and try again if there is no response.
	66.f. Please provide historical inbound call arrival by 30 minute interval – this enables us to estimate staffing requirements to deliver expected performance of service level (80/20) and abandonment rate < 2%.	f. See UMGC's response to question #36 and #53 above.
	66.g. What is the current inbound call Service Level?	g. The current inbound call service level is not necessary for this RFP.
	66.h. What is the current inbound abandonment rate?	h. The current inbound abandonment rate is not necessary for this RFP.
	66.i. What are UMGC's lead to applicant and applicant to new student conversion rates? Please provide these by program.	i. See UMGC's response to question #11 above.
67	Do you current[ly] measure customer experience? If so please provide the methodology and [...] your current performance measures.	UMGC tracks Net Promoter Score ("NPS") on certain interactions but the response rate is so low that it is not statistically valid.

Question No.	Question	UMGC Response
68	Please provide your consult call flow, success criteria, documentation requirements and disposition totals. What is the consult volume and average handle time?	Details on UMGC training materials for consult flow will be provided to the awarded firm. A consult follows a consultative conversation and typically lasts about 20 minutes.
69	Please detail what UMGC expects to have included in the "Solution Build".	UMGC conducts a discovery conversation to learn about the student's goals, background, needs, and concerns. Using this information, UMGC presents solutions to address the student's needs. Specific details will be shared with the awarded firm.
70	Please provide a data map of UMGC's (Salesforce) Customer Relationship Management System.	UMGC will address and provide details on the data map for Salesforce with Shortlisted Firms.
71	Please clarify "X% penetration of defined outreach strategy (TBD)". Please provide past metrics and definition to enable an understanding of UMGC's expectation regarding "Outreach Strategy Penetration".	This is dependent on the Offeror's staffing levels and outbound strategy. As part of their Proposal, UMGC expects Offerors to describe the percentage of the campaign that will be achieved based on the Offeror's strategy to maximize outreach attempts.
72	Please provide the following performance metrics:	
	72.a. Outbound inquiry average handle time	The average handling time is 15-20 minutes.
	72.b. Inbound average handle time	The average handling time is 15-20 minutes.
	72.c. Abandoned Call percentage for both inquiry and inbound calls	This performance information is not necessary for this RFP.
	72.d. Warm transfer number and percentage	This performance information is not necessary for this RFP.
	72.e. Outbound answer rate	UMGC's contact rates are typically approximately 33%.
	72.f. Dropped call %, and the calculation you currently use	This performance information is not necessary for this RFP.
	72.g. Attempt rate % and the calculation you currently use	This performance information is not necessary for this RFP. As part of their Proposal, UMGC's expects Offerors to provide a strategy for this performance measure to maximize conversions.
	72.h. Contact rate % and the calculation you currently use	See UMGC's response to question #72e above.
	72.i. Average inquiry response time	This performance information is not necessary for this RFP. As part of their Proposal, UMGC's expects Offerors to provide a strategy for this performance measure to maximize conversions.
	72.j. Average outbound call response time	This performance information is not necessary for this RFP. As part of their Proposal, UMGC's expects Offerors to provide a strategy for this performance measure to maximize conversions.
	72.k. Average consult response time	Consults take approximately 15 minutes.
	72.l. Average Solution Build response time	The full call takes, on average, 15-25 minutes, including consult.
	72.m. Current agent utilization rate	This performance information is not necessary for this RFP.
72.n. Current schedule adherence rate	This performance information is not necessary for this RFP.	
73	Please provide current quality process and your expected performance / targets:	Calls are recorded and reviewed by the management team and training team with observation forms completed.
	73.a. Calls observed target	This performance information is not necessary for this RFP.
	73.b. Call rating target – please provide an example of our current scorecard	This performance information is not necessary for this RFP.

Question No.	Question	UMGC Response
74	Please define "success for this program".	Please refer to Section II. Scope of Work at pages 8 - 11 of the RFP document for the current state and business purpose/goal of this RFP.
75	Is this service current[ly] outsourced to a call center provider?	No, this service is not currently outsourced to a call center provider.
76	If it is outsourced, has UMGC been satisfied with the provider's performance and delivery?	See UMGC's response to question #75 above.
77	If UMGC is pleased with the provider performance, why are you going to RFP?	See UMGC's response to question #75 above.
78	Do you have call volume by day, by week, by month so we can conduct a WorkForce analysis?	See UMGC's response to question #36 and #53 above.
79	Do you have cycles where your volume ramps up?	See UMGC's response to question #36 and #53 above.
80	Will this engagement be limited to a specific set of programs? Can you provide a list of those programs?	This engagement is not limited to a specific set of programs. UMGC will provide the awarded firm select inquiries and applicants for initial contact.
81	Do you have a sense for the monthly or annual inquiry volume that would be included in the scope of this request?	See UMGC's response to question #8 above.
82	In Section II, Subsections 3.4 and 3.5, the RFP references that "the awarded firm shall provide conversion from lead to application and conversion from application to new student to be equal to or greater than UMGC's conversion rate." What is UMGC's conversion rate for these metrics?	See UMGC's response to question #11 above.
83	The RFP specifies that firms are to use the UMGC CRM and that UMGC requires a call within 1 minute of receipt. Does UMGC have automation set up to make calls/texts and or conduct outreach within time allotted? Or, will UMGC allow the vendor to work within the system to set up this process?	Pursuant to Section III., Article 1. Technical Proposal Requirements, paragraph 2.1 at pages 12 - 13 of the RFP, UMGC is requesting Offerors to provide their proposed solution to meet each of the requirements in Section II. Scope of Work. UMGC expects Offerors to propose a strategy to meet the requirements. UMGC will assign inquiries to the awarded firm, the rest is dependent on the proposed strategy of the awarded firm.
84	The RFP references a warm transfer at the point of registration. For clarification this contract would take a student from inquiry or started application through deposit or commit, in which a warm transfer would occur to UMGC ?	This registration is just that, a registration into a course(s). Payment is triggered by registration and UMGC will handle. See also UMGC's response to question #14 above.
85	The RFP references hours of operation being necessary for all US time zones. Is this confined to the contiguous US, or does this include Hawaii and Alaska?	Contiguous U.S.
86	[Section 3.1 General] – How will speed to inquiry be measured by UMGC during off hours/hours designated by state regulations/applicable law that are no call periods? Assuming this means during normal business hours/consisting with various state and local applicable law?	Speed to response is triggered during the business hours identified in Section II. Scope of Work, paragraph 3.3 at page 9 of the RFP document. The awarded firm is expected to comply with all applicable federal and state laws in providing the required services.
87	[Section 3.2 – Use of UMGC's CRM] – is the expectation that vendors enrollment coaches have input access to UMGC's Salesforce instance for activity documentation or is this OK to be handled via SFTP data exchange framework?	As long as the data gets into UMGC's Salesforce instance securely and accurately and is updated regularly, UMGC is open to either model. See also UMGC's response to question #22 above.

Question No.	Question	UMGC Response
88	[Section 3.3 Hours of Operation] – Can UMGC provide a breakdown of new inquiry volume during weekend hours (Saturday/Sunday) that is expected to be handled by vendor?	UMGC will assign inquiries in a fairly even format during business hours described in Section II. Scope of Work at pages 8 - 11 of the RFP document.
89	[Section 3.4 Outbound Specifications] – Not sure if we have a question to put forward but certainly a discussion point around no less than 1% dropped calls. When we build out the SLA's it will need to note that during normal business hours and to the extent that UMGC has advising staff accessible for a transfer then vendor will define processed to minimize dropped calls to the objective of 1%.	Pursuant to Section III., Article 1. Technical Proposal Requirements, paragraph 2.1 at pages 12 - 13 of the RFP document, Offerors are to provide their proposed solution to meet each of the requirements listed in Section II. Scope of Work at pages 8 - 11 of the RFP document, including any assumptions regarding UMGC resources and/or involvement.
90	[Section 3.5 Inbound Calls] – Can UMGC provide any guidance around the projected volume of inbound call activity during the rollover periods per section 3.5?	See UMGC's response to question #53 above.
91	[Section 2.2 Staffing Planning] – The RFP states that no personnel changes for key personnel. Assume this is not in reference to situations that arise that a vendor associate takes a leave, time off or leaves the company for personal and other reasons?	Please refer to section 2.5 of the Professional Services Contract in Appendix C at pages 38 -39 of the RFP document for the terms and conditions related to Key Personnel changes.
92	Is UMGC able to provide expected geographic/time zone data for the prospective student inquiries in scope? E.g.: 70% of inquiries are expected to be from the state of Maryland, in eastern time zone, etc.	Eastern Time Zone: 70%; Central Time Zone: 10%; Mountain Time Zone: 7%; Pacific Time Zone: 13%
93	[Section 3.5 Inbound Calls] – Will rollover calls be limited to admissions/new enrollment calls? If no, can UMGC provide examples of service areas that may be in scope (e.g. financial aid, academics, registrar, general roll over, etc.)?	All inquiries are prospective students so 100% admissions.
94	Technical Criteria of the Response (page 12 of RFP) – Response must have clear, concise and detailed [responses] to the technical criteria. Proposal/Bid affidavit and acknowledgement of receipt of Addenda must be included. Offers must paginate the Technical Proposal and are requested to provide tabs to separate responses to each of the technical criteria. Is UMGC expecting delivery of a printed version of the response?	UMGC is not expecting delivery of a printed version of the Technical Proposal. Technical Proposals must be submitted electronically in accordance with Section I., paragraph 5 at page 5 of the RFP document.
96	What are the anticipated volumes?	See UMGC's response to question #8, #36, #53 and #66b above.
97	What are the distribution patterns?	See UMGC's response to question #8, #36, #53 and #66b above.
98	What technologies are in use currently to support outreach including one-to-one text?	UMGC currently uses SMS Magic as our texting platform.
99	Who is the incumbent?	See UMGC's response to question #48 above.
100	What is the budget?	Pursuant to Section I., paragraph 9 at page 7 of the RFP document, the aggregate maximum fee for any Contract resulting from this Solicitation shall not exceed \$1,000,000.
101	What is the CRM/Student Relationship Management system?	UMGC's Customer Relationship Management system is Salesforce.

Question No.	Question	UMGC Response
102	What are the recording / data retention requirements?	The awarded firm is expected to comply with all state and federal laws regarding recording/data retention.
103	Regarding compliance with GDPR, TCPA/DNC, FERPA, Title IV, ADA, and 508 – what are the minimum requirements?	Pursuant to Section III., Article 1. Technical Proposal Requirements, paragraph 2.1 at pages 12 - 13 of the RFP, Offerors should address how they are compliant with GDPR, TCPA/DNC, FERPA, Title IV, ADA and 508 regulations. Please provide this requested information for consideration and evaluation by UMGC. Please refer to the Professional Services Contract in Appendix C at pages 36 - 51 of the RFP for the terms and conditions expected for the awarded contract.
104	How many inquiries on average do you think you will send us per month?	See UMGC's response to question #8 above.
105	What is the anticipated monthly volume for inbound calls per month? Are these inbound calls just from overflow that your team cannot handle?	See UMGC's response to question #53 above.
106	In regard to inbound calls- what typical student questions would our reps be handling? How long is a typical inbound call?	Typical student questions include questions about academic programs, tuition costs, financial resources/scholarships, session start dates, etc.. A typical call is 15-20 minutes.
107	Will our team be given access to the university's Salesforce system to make real time entries to it or is it preferred that work be done outside of UMGC's system?	See UMGC's response to question #22 and #87 above.
108	Will our reps be given UMGC email accounts to send email messages?	Yes.
109	If our team is not given access to UMGC's system how would they like our team to send email correspondence to a prospective student?	See UMGC's response to question #108 above.
110	Does UMGC have a texting platform that you prefer for us to use or is it ok for us to utilize our own texting platform?	Yes, UMGC has a texting platform (see UMGC's response to question #98 above) however; Offerors may propose to use their own system(s) as well.