

August 27, 2015

**Question & Answers – Ref.: Bid #216-06**

**Qualitative Research Services**

Grand Valley State University has received the following questions in regards to our request for proposals for qualitative research services. Please note responses to these questions are noted in blue.

1. In the “Methodology and Approach” section, you note that “GVSU can help with contacts in the West Michigan community.) Can you clarify please what types of contacts you are referring to and can you provide us with the contacts information?

Please assume in your quote that GVSU can supply 10 West Michigan representatives of each audience. For example, staff and faculty members at GVSU are on various boards or maintain community partnerships with entities and individuals who can speak on behalf of each audience we are asking you to research. If you are awarded the bid, we will share that contact information with you.

2. In your introduction, you express interest in understanding “Adult Influencers”.  We presume you are referring to High School Counselors, Parents, and such.  Can you please add any additional descriptors of the persons you are thinking of.

In addition to parents and high school counselors, we believe influencers include employers, government officials, faith leaders, teachers, organizations serving the targeted populations (ex. Hispanic Center), the media.

3.      Just ahead of the discussion of Schedule, you mention that the research may be conducted one-audience-at-a-time, over the course of two years.  Should we understand that to suggest that – to the greatest extent – we should think of this as four individual proposals.  (While there are some economies of scale in qualitative research – they would likely be of minor influence over a period of 24 months.)

Yes, hence the request for the response to be itemized by audience.

**Please note deadline for additional question is: Wednesday, September 2, 2015**

**Proposals are due Thursday, October 1, 2015 by 10:00 AM**

Thank you for your participation,

Valerie Rhodes-Sorrelle, C.P.M.

Sr. Strategic Sourcing Specialist

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