



UNIVERSITY OF CENTRAL FLORIDA

Procurement Services

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ADDENDUM

IMPORTANT DOCUMENT – INVITATION TO NEGOTIATE

ITN NUMBER: 2024-13DCSA

ITN TITLE: Brand Research and Analysis

OPENING DATE & TIME: May 30, 2025; 2:00 PM

ADDENDUM NUMBER: I ADDENDUM DATE: May 14, 2025

Purpose of this addendum is to answer questions asked during the q/a period.

PLEASE ACKNOWLEDGE RECEIPT OF THIS ADDENDUM AND RETURN IT WITH YOUR OFFER. FAILURE TO SIGN AND RETURN WITH YOUR OFFER COULD RESULT IN REJECTION OF YOUR OFFER.

PROPOSERS SIGNATURE

PRINT OR TYPE PROPOSER'S NAME

COMPANY NAME

EMAIL ADDRESS

1. Supplier Question:
Is this a new initiative? If there was a prior contractor utilized, could you provide the company name?
UCF Answer:
a. No.
b. Datanautix dba Kaizen-Consulting Inc
2. Supplier Question:
Is this brand analysis meant to address a specific challenge? Or, for more general purposes of engaging with key stakeholders?
UCF Answer: No.
3. Supplier Question:
Is there a target budget?
UCF Answer: This serves as an invitation to negotiate, and we will engage in pricing discussions with supplier(s) as deemed appropriate. Suppliers have the option to outline their pricing structure as they see fit, such as offering unlimited services, including a specified amount, or presenting a starting rate of \$X. There are no minimum or maximum budgets set, but previous annual costs have ranged from \$50,000 to \$90,000.
4. Supplier Question:
How do we update our information on the Supplier portal to ensure proper registration?
UCF Answer:
Information regarding becoming a UCF supplier, or updating your current supplier information, can be found on the kNEXT Travel/Expense/Procurement website:
<https://knext.ucf.edu/travel-expenses-procurement/>
5. Supplier Question:
In 3.2.D.1., it is requested that we submit a Fixed Fee as part of our response to this ITN. Can you please clarify the specific project for which you are requesting we scope and include a fixed fee? Alternatively, are you seeking a retainer fee covering the duration of the contract?
UCF Answer: A fixed annual fee for Brand Research and Analysis is preferred, with additional costs disclosed with the submission, similar to a retainer.
6. Supplier Question:
Can you please clarify if all of the brand research and analyses conducted by the chosen Supplier will be with Communications & Marketing as the UCF "client", or if some projects may work directly with other offices across the university, if requested by those other offices?
UCF Answer: Projects will be scoped by UCF Communications and Marketing (CM), which will be the primary contact, even when involving other university stakeholders.

7. Supplier Question:
Can you please provide an estimate (range) for the number of projects that are to be completed by the chosen Supplier in the two year contract term?
UCF Answer: The number of annual projects is expected to be at least ten, though it may vary based on university priorities.
8. Supplier Question:
What, if any, existing research studies have been completed over the last three years that may be conducted longitudinally?
UCF Answer: Previous projects that may be conducted longitudinally include National Unaided Brand Awareness, National Expert Opinion, and Stakeholder NPS.
9. Supplier Question:
If there are any existing research studies, what have you most liked about them, and where do you believe there is the most improvement opportunity?
UCF Answer: We conduct multiple surveys and studies each year based on our goals and objectives as noted in Question 8. We appreciate the opportunity to carry out consistent surveys at key times to track changes in impact over time. Additionally, we value the flexibility to create customized surveys to address immediate challenges or seize opportunities.
10. Supplier Question:
What is the description of the target demographic & stakeholders?
UCF Answer: The specifics depend on the project. Target audiences and stakeholder groups may encompass, but are not limited to prospective students, current students, alumni, parents, donors, faculty, staff, and higher ed leaders, among others.
11. Supplier Question:
What is meant by the "university's unique requirement?"
UCF Answer: Ad hoc studies designed to meet particular needs or circumstances, while aligning with university priorities.
12. Supplier Question:
Currently are there active advertising + marketing campaigns focusing on advancing the university's strategic priorities?
UCF Answer: Yes.

13. Supplier Question:
In regard to analyzing existing data to uncover trends and opportunities for strategic improvement; how big are the existing datasets and in what format are the existing datasets captured?
UCF Answer: Data sets can range from several hundred to several thousand entries, and they are typically provided in CSV format.
14. Supplier Question:
Approximately, how many executive summaries, white papers and presentations are expected?
UCF Answer: An executive summary and/or presentation deck will be necessary for every study conducted. White papers are to be determined.
15. Supplier Question:
Will the university's alumni, donor and stakeholder/community partner database be accessible as a sample source?
UCF Answer: No. For information security purposes, direct access to any databases will not be permitted. Instead, exports will be supplied as necessary to facilitate the completion of any project. This would be dependent on the type of data and acceptance of secure data handling requirements (2.56 Secure Handling of UCF Data).
16. Supplier Question:
Is the university open to distributing the survey instrument link via emails that originate from the various departments (i.e. UCF Foundation)?
UCF Answer: Yes.
17. Supplier Question:
In regard to mix methods approach is there a desired percentage segment breakdown of sample source?
UCF Answer: No specific percentage has been established. This will be determined during the scoping phase. We will collaborate with the awardee(s) to identify the most suitable research methodology based on the specific requirements.
18. Supplier Question:
What is UCF procurement position on the use of panels services as one of the tools for population sampling?
UCF Answer: We are amenable to the use of panel services.

19. Supplier Question:
Ad Hoc Research is mentioned in the RFP. How would you like us to include ad hoc research pricing as part of the proposal since pricing can vary greatly depending on the type and size of the research project.
UCF Answer: See question 3.
20. Supplier Question:
In section “D. OVERALL PRICING” you state “1. The proposal submitted in response to this ITN should enumerate a fixed fee.” Are you requesting that we provide pricing for “qualitative, quantitative, mixed methods, and historical, to evaluate brand perception, awareness, and equity among target audience segments and stakeholder groups,” as specified in your Statement of Objectives? If so, can you provide more details regarding the number of research studies and segments you are looking to include?
UCF Answer: See questions 3 and 7.
21. Supplier Question:
Do you have a specific budget set aside for this research?
UCF Answer: See question 3.
22. Supplier Question:
When was the last time the University conducted market research? Was this done in-house or with an outside agency?
UCF Answer:
The University conducted market research from July 1, 2023-June 30, 2025.
In response to ITN 2022-11NCSA, Datanautix dba Kaizen-Consulting Inc conducted the market research.
23. Supplier Question:
What is the maximum budget allocation for this work?
UCF Answer: See question 3.
24. Supplier Question:
Does the university have an expectation regarding the length of the final report(s)?
UCF Answer: No.
25. Supplier Question:
Does the university have a preferred format for the final deliverable(s)?
UCF Answer: Reports in PDF format. Presentations in PowerPoint or PDF.

26. Supplier Question:
How has the university attempted to gather this information in the past?
UCF Answer: See question 1.
27. Supplier Question:
What is the university's process to define and communicate any changes in scope?
UCF Answer: Communication will be via email, phone, or in-person/virtual meetings.
28. Supplier Question:
How does the university define success of this research initiative?
UCF Answer: We leverage brand research to deepen our understanding of our audience segments, including their needs, preferences, sentiments, competitive landscape, enrollment trends (e.g., likelihood to apply) etc. By investing in brand research, we can identify opportunities to strengthen our brand position and messaging, as well as measuring the success of our efforts.
29. Supplier Question:
Are there any significant internal deadlines that the vendor should be aware of?
UCF Answer: No.
30. Supplier Question:
Is there an anticipated start date for work? Is there an anticipated timeline for the award of the RFP?
UCF Answer: See 2.21 Term of Contract. Tentatively between bid opening date and contract start date.
31. Supplier Question:
How will the partnership be managed on behalf of the university? Is there a primary point of contact that the awarded contractor will work with to address any questions related to the project?
UCF Answer: The point of contacts are delineated in 2.17 Definitions (Project Manager, UCF's Contract Administrator) and 2.32 Liaison.
32. Supplier Question:
Does the university have a list of preferred vendors?
UCF Answer: No. In terms of brand research, we've engaged with several suppliers over the years. See question 1.

33. Supplier Question:
Can you clarify the timeline of phase 1 and phase 2?
UCF Answer: Phase I Introductory/Learning with smaller studies (first 30-60 days); Phase II Larger Brand Research and Analysis-Ongoing with different studies having set cadences ad-hoc studies throughout the engagement.
34. Supplier Question:
Are there more details on the scope of phase 2 that you are able to share?
UCF Answer: See question 33.
35. Supplier Question:
Will other questions and responses be shared out from other vendors?
UCF Answer: Yes
36. Supplier Question:
Does UCF have a research plan to share for 2025-2026 and would they like us to include a scope/cost estimate for that work within the proposal?
UCF Answer: No, this will be developed in conjunction with awardee(s).
37. Supplier Question:
Is there an expected yearly spend/budget on market research (including brand tracking and any ad hoc work)? This will help us map out different methodology tiers in our proposal based on expected budget.
UCF Answer: See question 3.
38. Supplier Question:
Could UCF elaborate on the evaluation criteria and how points are earned/assigned in each of the 5 categories?
UCF Answer: Evaluators will review the responsive submittal(s) and score each submittal based on the information provided in response to section 3.0. Each submittal is scored against the criteria in Section 2.8.
39. Supplier Question:
Is UCF aiming to choose an exclusive or preferred research partner? For any methodology?
UCF Answer: Awards can be made to one or more supplier(s) in this process as deemed appropriate.

40. Supplier Question:
What team is commissioning the research covered by this contract?
UCF Answer: Communications and Marketing
41. Supplier Question:
Is the research US only or is there potential for global research?
UCF Answer: The majority would be US-based.
42. Supplier Question:
In re: Persona Development: Has UCF ever completed a segmentation? Ideally this work will take place first so we can track personas within the brand tracker and leverage them for other custom work
UCF Answer: Yes, this work has been done primarily in-house.
43. Supplier Question:
In re: Brand Tracking: Would UCF prefer bi-annual or quarterly cadence for reporting? Fielding can be continuous or at a point in time.
UCF Answer: Monthly or quarterly.
44. Supplier Question:
In re: Brand Tracking: Is it important to have an interactive dashboard or portal to view brand tracking results?
UCF Answer: It would be nice to have this functionality.
45. Supplier Question:
In re: Brand Tracking: We have your list of competitors tracked in QuestBrand, is this the same list you would like to track and compare against? Any to add or subtract?
- Georgia Tech
 - University of Florida
 - Arizona State University
 - Texas A&M
 - Florida International University
 - University of South Florida
 - Virginia Tech
 - University of Kansas
 - University of California - Riverside
- UCF Answer: An updated list is not currently available. Please note that different programs, initiatives, etc. may have a different comparative set.*

46. Supplier Question:
In re: Brand Tracking: What KPIs or brand attributes are critical to UCF?
UCF Answer: KPIs and brand attributes be shared with the awardee(s). Please refer to UCF's Strategic Plan for more detail on the university's priorities and key measures: <https://www.ucf.edu/unleashing-potential/>.
47. Supplier Question:
In re: Communications & Marketing Effectiveness: What KPIs, brand attributes, and actions are critical to UCF to measure comms and marketing against?
UCF Answer: See questions 46.
48. Supplier Question:
In re: Communications & Marketing Effectiveness: Is the team interested in testing and optimizing the content prior to tracking effectiveness?
UCF Answer: Depending on the campaign, we may require pre-testing.
49. Supplier Question:
In re: Communications & Marketing Effectiveness: Is there a campaign or marketing calendar we can reference? Ideally, we will gauge the impact of campaigns based on pre/post brand tracking measurements using the release calendar.
UCF Answer: Not currently available for 2025-26. This information would be shared with awardee(s), if necessary.
50. Supplier Question:
In re: Audiences of Interest: Please list and define audiences of interest and stakeholder groups for brand tracking, communications effectiveness, and ad hoc research (any that overlap or differ by objective) that UCF would like to include in research throughout the 2-year period
- E.g. Current or prospective students, alumni, current or potential donors (elite audience), companies employing alumni, other research and technology professionals (more B2B or professional focused), etc.
 - These examples are pulled from out past experience with UCF via QuestBrand
 - If a screener or definition exists for these groups please send those details
 - If available, an incidence rate percentage (IR) of these audiences among the total population would be helpful
 - Will UCF be willing or able to provide sample for any of the groups of interest? E.g. alumni, donors, or companies employing alumni, etc.
- UCF Answer: See question 6. Other information requested is not readily available.*

51. Supplier Question:
In 1.1 of the ITN, can you define target audience segments and stakeholder groups?
UCF Answer: See question 6.
52. Supplier Question:
In 1.1 of the ITN, can you provide and estimate of the total number of personas desired?
UCF Answer: Not currently available. This would be developed and scoped with selected awardee(s).
53. Supplier Question:
In 1.1 of the ITN, for the purposes of providing accurate pricing information, what assumptions should we make regarding ad hoc research?
UCF Answer: See questions 3 and 11. The scope of ad hoc studies could vary on university needs and priorities. Examples of previous studies include UCF Specialty License Plate, Student NPS Pre and Post Covid.
54. Supplier Question:
In 1.1 of the ITN, the first bullet reads *Conducting various research studies, including qualitative, quantitative, mixed methods, and historical, to evaluate brand perception, awareness, and equity among target audience segments and stakeholder groups.* Can you provide more information about what “historical” means? How many studies (what years, audiences) have previously been conducted where we will have to analyze data against the current data to be collected?
UCF Answer: Historical studies refer to those conducted on a quarterly, annual, biannual, or biennial basis. There are about five studies spanning from 2017 to the present that follow these frequencies. The target audiences for these studies include the general population, staff, faculty, students, alumni, community members, and higher education leaders. CM will collaborate with the chosen awardee to decide which of these studies will proceed during the contracted period
55. Supplier Question:
On page 29 of the ITN, D. Pricing. The proposal submitted in response to this ITN should enumerate a fixed fee. We can define the scope based on our own assumptions but that will create a wide range of costs and approaches when comparing all submitted responses. Is there any more direction to be provided within 1.1 that will help to clarify the desired scope so that pricing can be provided on a fixed fee basis?
UCF Answer: See question 3.

56. Supplier Question:
Could UCF clarify what it envisions as the primary focus or deliverables for Phase I versus Phase II of the engagement?
UCF Answer: See question 33.
57. Supplier Question:
What are the primary internal and external audiences UCF is most interested in hearing from in this research (e.g., prospective students, parents, alumni, donors, employers, faculty/staff)?
UCF Answer: See question 10.
58. Supplier Question:
Are there specific populations or stakeholder groups that have been underrepresented in past brand work and that you'd like this research to prioritize?
UCF Answer: No. See question 10.
59. Supplier Question:
What existing brand-related data or research (e.g., recent surveys, market research, campaign performance reports) does UCF have available that could inform this work?
UCF Answer: Recent surveys, studies, and performance reports can be shared with selected awardee(s) as needed to fulfill contracted work and in compliance with any regulatory requirements. Some data may be restricted.
60. Supplier Question:
Does UCF expect the vendor to evaluate the effectiveness of specific marketing campaigns or channels, or is the focus more on overall brand alignment and message resonance?
UCF Answer: Both are requirements per 1.1 Statement of Objective. Projects will be scoped in conjunction with selected awardee(s).
61. Supplier Question:
Are there any upcoming institutional priorities, milestones, or campaigns (e.g., leadership changes, strategic plan, centennial) that this work should be aligned with or help inform?
UCF Answer: We are in the process of updating our brand platform/positioning. This may inform future projects.
62. Supplier Question:
While a formal budget is not stated, can UCF offer any guidance on expectations or constraints regarding scope size, research reach, or project duration to help proposers scale their approach appropriately?
UCF Answer: See questions 3, 5 and 7.

63. Supplier Question:
I was wondering if there's a detailed scope of work or scope of services available for this project? I'd love to better understand your goals and explore how we might be able to support them.
UCF Answer: Not at this time. A needs assessment will be shared/developed with the selected awardee(s) at the start of the contract period.
64. Supplier Question:
Have you conducted research concerning your target audiences within the last 5 years? If so, what did the research comprise? Who conducted the research?
UCF Answer: Yes. See questions 1 and 8.
65. Supplier Question:
Will you be able to share this research with the vendor you choose for the project?
UCF Answer: See question 54.
66. Supplier Question:
Have you established the parameters for the project - are you anticipating that the brand research will address all aspects of the university? Or will it be limited to understanding the brand impact on target audiences? (Example: Prospective undergraduate students? Graduate Students? Business Partners? etc.)
UCF Answer: Refer to 1.1 Statement of Objective. See questions 10 and 36.
67. Supplier Question:
Does the University have an articulated 5-year plan they can share with their chosen vendor?
UCF Answer: No.
68. Supplier Question:
Who are the project's primary stakeholders within the University? Which department and administrators will be running the project? Who has the final approval of project deliverables?
UCF Answer: UCF Communications and Marketing, university leadership other unit/departmental stakeholders based on project scope. See question 31.
69. Supplier Question:
Do you have specific target audience segments or stakeholder groups already defined, or would you like the selected partner to identify those?
UCF Answer: See question 10.

70. Supplier Question:
Can you confirm whether the selected partner will be expected to conduct both internal and external brand perception research, or only external?
UCF Answer: Both.
71. Supplier Question:
Will answers be sent via email or posted in the Bonfire portal? Also, when should we expect to receive answers to the questions?
UCF Answer:
UCF is scheduled to post the answers to your questions, as well as others, in an Addendum to the ITN. The Addendum will be uploaded to the UCF Procurement Services website no later than May 14, 2025 @ 5:00 p.m. Please be sure to monitor <https://procurement.ucf.edu/solicitations/> around this date/time for posting of the Addendum. UCF will also e-mail the requestor with the Addendum directly. Be sure to download the Addendum, read, and sign. You must upload the signed Addendum with your ITN response.
72. Supplier Question:
What is the motivation for the rebrand?
UCF Answer: A rebrand was not mentioned the scope of the ITN. Please refer to 1.1 Statement of Objective.
73. Supplier Question:
Are there any key dates/deadlines for this project?
UCF Answer: See question 29.
74. Supplier Question:
Do you anticipate an incumbent agency to bid on this work?
UCF Answer: We do not have any expectations regarding the number of respondents, including any incumbent.
75. Supplier Question:
How many agencies do you anticipate to respond to this bid?
UCF Answer: See question 74.
76. Supplier Question:
Do you have a preference for an Orlando or Florida based firm?
UCF Answer: No, there is no Florida preference for contracting for services.

77. Supplier Question:
Confirming that the deliverables are just the research findings not rebranded content i.e a new logo, mission, vision or values.
UCF Answer: See question 72. Please refer to 1.1. Statement of Objective.
78. Supplier Question:
Do you envision this project requires a statistical research partner or can qualitative and quantitative research from a marketing or communications partner suffice?
UCF Answer: Please refer to 1.1 Statemen of Objective
79. Supplier Question:
Is there existing data or audience feedback that can inform the research?
UCF Answer: See question 59.
80. Supplier Question:
What is the budget for this project?
UCF Answer: See question 3.
81. Supplier Question:
What internal goals or external pressures prompted this ITN at this time?
UCF Answer: The initial contract period for the previous ITN will conclude on June 30, 2025. As financial pressure continues to rise, it is essential to reassess our solutions to enhance efficiency and cost-effectiveness. This situation offers us a chance to realign the scope of the brand research analysis with our current strategic initiatives, ensuring it meets the university's evolving needs.
82. Supplier Question:
What does success look like for UCF at the conclusion of this engagement?
UCF Answer: See question 28.
83. Supplier Question:
Will this work be used primarily to inform internal strategy, external messaging, or both?
UCF Answer: Both.
84. Supplier Question:
Are there existing audience personas or segmentation frameworks this work should align with or expand upon?
UCF Answer: See questions 42 and 52.

85. Supplier Question:
What internal data sources might be available to the selected partner (e.g., prior brand research, CRM data, campaign analytics)?
UCF Answer: See questions 15 and 59.
86. Supplier Question:
Are there any specific deliverable formats you've found most helpful for decision-making (e.g., executive dashboards, strategic reports, presentations)?
UCF Answer: No. We are amenable to the use of all formats noted above.
87. Supplier Question:
Do you have a preferred cadence of collaboration — such as key checkpoints, presentations, or stakeholder involvement?
UCF Answer: We anticipate monthly check-ins. The frequency of reports and presentations will be expected at the conclusion of a project.
88. Supplier Question:
Have you worked with any incumbent partners on similar work previously? If so, was the engagement considered successful?
UCF Answer: See question 1. Yes.
89. Supplier Question:
Is there a target budget or range you're encouraging respondents to work within?
UCF Answer: See question 3.
90. Supplier Question:
Finally, would you prefer proposals that outline a defined set of services and costs, or are you open to modular options and example *engagement* pathways?
UCF Answer: See question 3.
91. Supplier Question:
In re: 1.1 Statement of Objectives: This section enumerates various brand research and analysis services that might be required. However, no specific project has been outlined, nor has any direction been given regarding the specific research objectives. In the absence of any such direction, it would be difficult to provide any cost estimates. Please advise what is expected in response to this section.
UCF Answer: The specific scope and plan will be determined collaboratively with awardee(s). In response to this section, you would demonstrate how your firm provides/completes those services.

92. Supplier Question:
In re: 3.2 Section Clause 3: What are Phase I and Phase II? The ITN does not discuss these two phases elsewhere.
UCF Answer: See question 33.
93. Supplier Question:
In re: 3.2 Section D Overall Pricing: The section says, "The proposal submitted in response should enumerate a fixed fee." However, as mentioned earlier, providing a fee would be difficult without a specific project specification.
UCF Answer: See question 3.
94. Supplier Question:
In re: 2.21 Terms of Contract: The terms of the contract are specified from July 1, 2025, to June 30, 2027. Does the University have a yearly or a total budget allocated for brand research and analysis?
UCF Answer: See question 3.
95. Supplier Question:
Has a budget for this project been established?
UCF Answer: See question 3.
96. Supplier Question:
Is there an incumbent contractor currently supporting this requirement? If so, what is the name of the company?
UCF Answer: See question 1.
97. Supplier Question:
Is there a budget range or ceiling that has been established for this project or contract annually and for the entire contract period?
UCF Answer: See question 3.
98. Supplier Question:
Does location of vendor factor into evaluation of proposals? I.e. are you looking for a local, central Florida-based research provider?
UCF Answer: See question 76.
99. Supplier Question:
What is the expected breakdown between Phase I and Phase II tasks in terms of time, scope, and budget?
UCF Answer: See questions 3 and 33.

100. Supplier Question:
Can UCF provide examples of past brand research initiatives to illustrate their expectations for deliverables?
UCF Answer: See question 59.
101. Supplier Question:
Are there preferred or mandated methodologies (e.g., specific platforms, tools, or data sources) for the research and analysis?
UCF Answer: See 1.1. Statement of Objectives. We don't require specific use of any tools or software at this time. This will be determined with the awardee(s) on a case-by-case basis.
102. Supplier Question:
What internal resources or data will UCF make available to support the analysis (e.g., student surveys, historical brand tracking data, CRM data)?
UCF Answer: See questions 15 and 59.
103. Supplier Question:
How will UCF define "innovative methods or approaches" in the context of the evaluation criteria?
UCF Answer: This may take into account various factors, including but not limited to: the use of emerging technologies, such as artificial intelligence, machine learning, predictive analytics; innovative methods for data collection; and cross-disciplinary perspectives.
104. Supplier Question:
Does UCF have an existing set of audience personas or brand benchmarks that the vendor is expected to build on or replace entirely?
UCF Answer: See question 52.
105. Supplier Question:
Can UCF confirm whether a certificate of good standing from a state outside Florida (e.g., California) is acceptable?
UCF Answer: See question 76.
106. Supplier Question:
Will remote work arrangements be acceptable for key personnel, or are there expectations of regular on-site presence?
UCF Answer: Yes, remote/virtual is acceptable. There may be instances where an on-site presence may be required, but that would be arranged with the selected awardee(s).
107. Supplier Question:
Will oral presentations or interviews be part of the evaluation process following submission?
UCF Answer: Potentially, yes. This may be determined at a later point in the evaluation process.

108. Supplier Question:
Since Phase II is vaguely scoped and “determined later,” it’s unclear how respondents should propose fees or be evaluated fairly.
UCF Answer: See question 33.
109. Supplier Question:
Is the “fixed fee” expected to cover all research services, including deliverables like white papers and presentations? Or will those be billed separately?
UCF Answer: See question 3. Yes, inclusive.
110. Supplier Question:
What level of access will the selected vendor have to internal UCF data sources (e.g., CRM data, alumni surveys, application data, etc.)?
UCF Answer: See question 15.
111. Supplier Question:
Is UCF seeking a new baseline brand study, or is this a continuation or refresh of an existing research track?
UCF Answer: See question 63.
112. Supplier Question:
The Statement of Objectives states “*Conducting various research studies, including qualitative, quantitative, mixed methods, and historical, to evaluate brand perception, awareness, and equity among target audience segments and stakeholder groups.*” Can UCF provide a list of research studies and projects they anticipate conducting annually? Or are you looking for applicants to submit a proposed list of research projects?
UCF Answer: See questions 8 and 63.
113. Supplier Question:
In terms of scoping brand research, would UCF like to sample Florida, neighbouring states, key regions, or the United States? Or would UCF like for applicants to conduct formative research to answer questions like this?
UCF Answer: The geographic scope includes local, region, state, and nation. We will work with awardee(s) to scope projects.
114. Supplier Question:
The Statement of Objectives also asks for an unspecified number of ad hoc projects requested annually. Is there an approximate number of ad hoc projects being requested?
UCF Answer: No. See questions 3, 11 and 53.
115. Supplier Question:
The Statement of Objectives asks that applicants “analyze existing data”. Could you please provide some rough description of the existing datasets (source/format/years-collected/subject matter)?
UCF Answer: See question 13.

116. Supplier Question:

In terms of reports and presentations, is there an expected cadence (weekly/monthly/quarterly)?

UCF Answer: See question 87.