



**KENTUCKY COMMUNITY AND TECHNICAL COLLEGE SYSTEM**  
**REQUEST FOR PROPOSAL ADDENDUM #2**

**RFP NO.:** RFP-0173  
**ADDENDUM NO.:** 2  
**RFP ISSUE DATE:** July 5, 2017  
**ADDENDUM DATE:** July 17, 2017  
**OPENING DATE:** July 25, 2017  
**TITLE:** Assessment of Resource Development Operations

The following information should be revised from the original RFP issued on July 5, 2017.

Page 6, Item 12. PROPOSAL INSTRUCTIONS, Section “G. Fees” shall now read:

- A. Fees – Provide a fee schedule/frame work in which services will be charged, listing hourly rates for those engaged, fees for specific services, potential add-on expenses, and overhead costs.
- KCTCS requests proposals that detail fees for a System-wide consultant engagement, which will encompass all 16 KCTCS colleges as well as the System Office.

The following information is provided in response to questions submitted by potential offerors.

1. Does KCTCS have a budget (or range) allocated for this project?
  - a. **KCTCS has an allocated budget for this project.**
2. What is your preferred time-frame for completion of this assessment?
  - a. **The project must be completed by June 30th, 2018.**
3. Is there a current strategic plan for the KCTCS system?
  - a. **Yes. The KCTCS strategic plan for 2016-2022 is in place. Please see the below link:**  
  
<http://en.calameo.com/read/00128100163f5776e8416>
4. Is this a collaborative effort between the system office and the local colleges?
  - a. **Yes. This initiative will be led by the System Office of Resource Development in partnership with each of 16 colleges of KCTCS.**
5. KCTCS has developed Embracing the Dream and the Future in Focus, how does this proposed study integrate with these two documents?
  - a. **Although there are implications from both Embracing the Dream and Future in Focus, this study is solely for assessing our current resource development practices, and not about a particular case for support.**

6. What benchmarks currently exist at the System and College levels that measure success toward the resource development goals?
  - a. **Benchmarks will be discussed during the interview process, if one is granted to a particular offeror. In general, we use the benchmarks derived from research of community college by CASE.**
  
7. What other institutions does/do the System/Colleges measure themselves against?
  - a. **KCTCS does not compare it's system or colleges to other entities, as the context for advancement, development and fundraising differs based on the unique regions supported by individual colleges. This study is to determine capacity and opportunity for improvement.**
  
8. Resource development is part of the KCTCS Institutional Advancement functional area. We anticipate our assessment will include a review of the alignment of System/College marketing and communications efforts with resource development. Are there detailed goals for Marketing and Communication that focus on resource development?
  - a. **KCTCS Marketing and PR is not part of the KCTCS Office of Resource Development but we do work in close unison. Although we anticipate marketing to be a variable in this analysis, it is not the focus of the study.**
  
9. How is "#10 Extension to other public institutions of higher education in the Commonwealth of Kentucky" implemented, and by whom?
  - a. **This is an option made available to other institutions within the state of Kentucky, in the case other institutions should elect.**
  
10. What data and information about the 16 colleges' resource development efforts/history are available at the System Office level for review?
  - a. **All gifts to either the foundation linked to the College or the College itself are tracked by the KCTCS Office of Resource Development. We have complete access to all quantitative data.**
  
11. In Paragraph 12.G you ask for a fee schedule/frame of work, listing hourly rates for those engaged. We do not charge by the hour, but by the project, regardless of the number of hours incurred. All of our consults charge the same project fee. Our fee is set in advance and there are no other charges except travel related expenses actually incurred. Will this be a problem for you in our response?
  - a. **This will not be a problem as long as all fees are clearly articulated in the response.**

**All other terms, conditions & specifications remained unchanged.**

Offerors must acknowledge receipt of this and any addenda either with proposal or by separate letter prior to award of contract. If by separate letter, the following information should be placed in the lower left hand corner of the envelope:

**RFP No.: RFP-0173**  
**Title: Assessment of Resource Development**  
**Operations**  
**Opening Date: July 25, 2017 4:00 PM EST**

**Name of Firm:** \_\_\_\_\_

**Signature:** \_\_\_\_\_