



**DATE: April 20, 2018**

Joliet Junior College  
1215 Houbolt Road  
Joliet, IL 60431

**TO:** Prospective Respondents  
**SUBJECT:** Addendum No. 1  
**PROJECT NAME:** Market Research Community Scan  
**JJC PROJECT NO.:** R18004

This Addendum forms a part of the Bidding and Contract Documents and modifies the original bidding document as posted on the JJC website. Acknowledge receipt of this addendum as specified at the end of this addendum. FAILURE TO DO SO MAY SUBJECT BIDDER TO DISQUALIFICATION.

---

**Questions Received:**

1. What is the makeup of the student body (total ~15,000) by:
  - a. Full time vs. part-time (50/50)
  - b. By program (prebaccalaureate, occupational education, etc.)
  - c. By demographics (region/area, gender, ethnicity, etc.)

***This information can be found on the following webpages:***

<http://jjc.edu/about-jjc/institutional-research-effectiveness/institutional-research>

<http://jjc.edu/sites/default/files/PDFs/Institutional%20Research/Fall%202017%2010th%20Day%20Census%20Report.pdf>

2. Have you done any other research recently with any of these stakeholder groups?  
***Not to our knowledge***
3. The RFI mentions "benchmark and then measure changes". Do you anticipate the contract would cover multiple waves of research?  
***The contract will only be for the initial research. If we were to look for more data to compare, we would send out another RFI/RFP.***
4. Do you have an overall budget you are aiming to stay within for this project? This helps us ensure we do not "over-design" our approach and are being as efficient as needed  
***No.***

5. Do you have additional details on the target markets to help us understand who we are recruiting?  
***We are interested in targeting prospective students, both traditional and non-traditional, returning adult students, parents, general members of the community who have no stated affiliation with the college.***
6. Do you currently have any lists of prospects to help with the recruiting efforts? And if so, how big is the list?  
***This information is not available.***
7. Aside from submitting our response by April 27, are there any timing needs/considerations for the execution of the research? Are there any project milestones or key meetings when full or topline results are needed by?  
***We would like to commence with the work near the start of FY19 (July 1) in order to have results that would influence the development of the FY20 budget and marketing campaigns.***

**End of Addendum #1**



**DATE: April 20, 2018**

Joliet Junior College  
1215 Houbolt Road  
Joliet, IL 60431

**TO:** Prospective Respondents  
**SUBJECT:** Addendum No. 1  
**PROJECT NAME:** Market Research Community Scan  
**JJC PROJECT NO.:** R18004

**Please acknowledge receipt of these addenda by including this page with your proposal. Include your company name, printed name, title, and signature in your acknowledgement below. Failure to do so could result in disqualification of your bid.**

Issued by:

Janice Reedus  
Director of Business & Auxiliary Services  
Joliet Junior College  
815.280.6643

I acknowledge receipt of Addendum #1.

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature