



MEMORANDUM

TO: RFP 24-001
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FROM: Jennifer Silva, Buyer
DATE: July 5,, 2023
RE: **Addendum 02 -RFP 24-001**

I. Question and Answers

1. Is there a requirement for the winning firm to be in NM?
No, they will get points being from New Mexico
2. Will there be an expectation to meet in person on a regular basis to perform the activities requested in the RFP? If so, how often?

Yes, in person. 20 hours per week at discretion of VP for Marketing and Communications (VPMC)

3. Is there an operating budget that was created for this initiative that you are willing to share at this time?

Please see addendum 1 as this was answered

4. If there is no specific budget, would you all be comfortable selecting a range for our budgeting purposes: 300K-400K, 400K-500k or 500K+

No Budgetary numbers at this time

5. When you indicate in the RFP that the agency must commit a minimum of 20 hours could please elaborate on what more that includes that is not outlined in the RFP?

As of this moment, no specific duties outside scope of RFP. However, NMHU reserves the right to assign duties as needed that are similar in nature to the scope of work

6. What Type of media-training NMHU looking for its administration, facility ad staff?

Preparation for media appearances and collaborative planning for crisis communications

7. What sorts of marketing agreement does the winning agency need to terminate on behalf of NMHU?

Done. All Current marketing agreements come to a close of the end of FY23

8. Are there specific goals and metrics for this initiative that the university is willing to share?

NO, looking for a diverse type of goals and metrics

9. Apart from New Mexico is NMHU looking to purchase media in other major to mid markets or is that something that will be discussed between the winning agency and the university based on marketing and advertising recommendations?

VPMC will be discuss between the winning agency and the university based on marketing and advertising recommendation. Consideration is being looked at for the regional and statewide marketing and eventually national

***Offerors must acknowledge this amendment in Attachment 1 when submitting proposal.**