November 10, 2011

ADDENDUM NO. 3

REQUEST FOR PROPOSAL (RFP) #MWJ1115
MARKET RESEARCH SERVICES FOR CITY COLLEGES OF CHICAGO

ONE (1) ORIGINAL SIGNATURE PAPER AND TEN (10) ELECTRONIC CDs OF THE RESPONSES
TO BE SUBMITTED

All responses are due Wednesday, November 16, 2011, no later than 11:00 a.m. to:

City Colleges of Chicago
Procurement Services
226 West Jackson Blvd, Room 1003
Chicago, Illinois 60606
Attn: Marietta Williams-Johnson, Buyer

PLEASE NOTE THE FOLLOWING CHANGES:

ITEM NO. 1 – SECTION II. INTENT AND SCOPE, B. SCOPE OF WORK:

CURRENTLY READS: TWO SETS OF SIX FOCUS GROUPS

Set #1 -- Measuring education expectations, media consumption habits, perceptions of CCC and other area colleges, and test CCC messages

- African-American high school students and recent high school graduates (ages 17-22)
- African-American adults ages 25-45
- Latino high school students and recent high school graduates (ages 17-22)
- African-American adults ages 25-45
- Non Latino, non African American high school students and recent high school graduates (ages 17-22)
- Non Latino, non African American students adults ages 25-45

Set #2 -- Further test messages and test creative concepts

- African-American high school students and recent high school graduates (ages 17-22)
- African-American adults ages 25-45
- Latino high school students and recent high school graduates (ages 17-22)
- Latino adults ages 25-45
- Non Latino, non African American high school students and recent high school graduates (ages 17-22)
- Non Latino, non African American students adults ages 25-45
CHANGE TO:

Set #1 -- Measuring education expectations, media consumption habits, perceptions of CCC and other area colleges, and test CCC messages

- African-American high school students and recent high school graduates (ages 17-22)
- African-American adults ages 23-45
- Latino high school students and recent high school graduates (ages 17-22)
- Latino adults ages 23-45
- Non Latino, non African American high school students and recent high school graduates (ages 17-22)
- Non Latino, non African American students adults ages 23-45

Set #2 -- Further test messages and test creative concepts

- African-American high school students and recent high school graduates (ages 17-22)
- African-American adults ages 23-45
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- Latino adults ages 23-45
- Non Latino, non African American high school students and recent high school graduates (ages 17-22)
- Non Latino, non African American students adults ages 23-45

**ITEM NO. 2 – SECTION III - SUBMITTAL REQUIREMENTS, ARTICLE #8. FINANCIAL STATEMENTS:**

**ADD:**

CCC will accept as substitute for Financial Statements three (3) years of Profit/Loss Income statements and a Balance Sheet.

**ITEM NO. 3 – SECTION V III – PROPOSAL RESPONSE**

**CORRECTED/REVISED PROPOSAL RESPONSE PAGE:** To be included in your proposal response.

(SEE NEXT PAGE)

End of Addendum
SECTION VIII - PROPOSAL RESPONSE

Having carefully examined the scope of services, requirements, and conditions affecting this Request for Proposal, the Proposer shall provide a Fee Proposal in which the Proposer will perform the services requested to include a detailed list of assumptions on which the proposed Fee Proposal was based. Your proposal must identify any other pricing structures or cost. CCC will not pay nor reimburse for travel and any hotel costs to the awarded vendor.

Proposers can provide pricing for the Poll service or the focus group services or both.

Total Cost for Poll Services

$__________________________

Cost for Focus Group Services

Set #1 -- Measuring education expectations, media consumption habits, perceptions of CCC and other area colleges, and test CCC messages

$________ African-American high school students and recent high school graduates (ages 17-22)
$________ African-American adults (ages 23-45)
$________ Latino high school students and recent high school graduates (ages 17-22)
$________ Latino adults (ages 23-45)
$________ Non Latino, non African American high school students and recent high school graduates (ages 17-22)
$________ Non Latino, non African American students adults (ages 23-45)

Set #2 -- Further test messages and test creative concepts

$________ African-American high school students and recent high school graduates (ages 17-22)
$________ African-American adults (ages 23-45)
$________ Latino high school students and recent high school graduates (ages 17-22)
$________ Latino adults (ages 23-45)
$________ Non Latino, non African American high school students and recent high school graduates (ages 17-22)
$________ Non Latino, non African American students adults (ages 23-45)

Total Cost for Focus Groups Services: $___________________________

Combined proposal fee Poll and Focus Groups Services: $___________________________

Company’s Name: __________________________________________________________

Preparer’s Name (print) ______________________________________________________
Title _______________________________________________________________________

Preparer’s Signature _________________________________________________________
Date _______________________________________________________________________