Procurement and Contracting Services

Request for Proposals for a firm or firms to assist in new student inquiry acquisition, targeting, predictive analysis, marketing and management.

ADDENDUM #1

Please mark all proposal submission Envelopes with the following information

Sealed RFP # L192102
Due on December 23, 2020 no later than 2:00 PM, MST
The timeline for RFP L192015 has been amended as follows:

Section 3.3:

**Original Schedule**
11/30/2020  Issuance of RFP
12/07/2020  Technical Questions/Inquiries due no later than 12:00 PM/MST
12/18/2020  RFP is Due December 18, 2020, no later than 2:00 PM, MST

**Revised to:**
11/30/2020  Issuance of RFP
12/07/2020  Technical Questions/Inquiries due no later than 12:00 PM/MST
12/23/2020  RFP is Due December 23, 2020, no later than 2:00 PM, MST

Section 3.8: Proposal Submission and Subsequent Action

All dates within the entire section 3.8 are revised to December 23, 2020 at 2:00PM MST.

The following questions were received before the technical question/inquiry due date of December 7, 2020 at 12:00PM MST:

1. Is the University looking for the multi-channel recruitment campaign to be a vendor provided service?

   Yes.

2. Please clarify what the university seeks for your multichannel approach regarding social media/digital. Does UA only seek support for digital ads on social media?

   Social media is handled largely in-house, this would be a supplement to that activity and include possible geo-fencing, for example, in coordination with EM Marketing.

3. Will the vendor be providing the direct mail printing for recruitment campaigns?

   At the top of the funnel/for Search campaigns, yes.
4. Will the vendor be providing phone call services for the recruitment campaigns?

Yes.

5. To supplement traditional search (marketing with paid list records), would UA be interested in paid advertising for lead generation?

Potentially in coordination with EM Marketing.

a. If so, which markets would you seek to include in this strategy?

This could fluctuate based on the evolving needs of the institution, but historic feeders would be the obvious choice.

b. Which programs would the university seek to grow with this lead generation strategy?
All Main campus programs.

c. What is UA’s growth goal for this strategy, both for general enrollment and by program to be included in the campaign?

Overall growth and increase in NTR is the goal.

6. Is the University going to provide marketing and design resources/content? Or does the vendor need to provide these services?

Both. We have an EM marketing division that can consult and assist with certain activities.

7. How often will recruitment campaigns be generated?

Year round.

8. What department or group will be the primary contact for this engagement?

Enrollment Management.
9. What are the accessibility guidelines? Is there a necessary threshold that needs to be met for anything going out, or is it a case-by-case basis?
   o The only guidelines I found for this were in 3.6:
     • **Accommodations for People with Disabilities.** If the vendor or any of the vendor's employees participating in this RFP need, or have questions about the University's accommodations for people with disabilities, please make arrangements with Celeste Kanzig at telephone # 520-621-3067, facsimile # 520-621-5179, email address CDKanzig@arizona.edu. Such requests should be made as early as possible to allow time to arrange the accommodation(s).

   If you are creating digital content such as outreach emails, videos, websites, digital brochures, etc., you will want to follow guidelines that are posted for WCAG 2.1, Level AA or Section 508.

   If you are creating print materials, you should follow basic guidelines to ensure good color contrast and ease of reading. You should also ensure that the content is available in an alternate format, such as an accessible digital version, upon request.

10. Does accessibility include ability for UofA personnel to work with the software? Or is it only specific to end-users with disabilities? You should address the accessibility of your application/product for anyone with a disability who interacts with your application/product. This includes potential students, UArizona employees, and others who may view/create/manage information. If this doesn’t answer your question, please let Celeste know.

11. Provide your VPAT for accessibility (Voluntary Product Accessibility Template) or your WCAG 2.1 Conformance Statement. Templates to be completed can be provided upon request.
   a. Include specific information regarding the accessibility of platform, keyboard navigation, and screen reader accessibility.
See the following link for VPAT information:
https://itaccessibility.arizona.edu/guidelines/purchasing/vpat

12. Has UA identified a budget for this initiative, and if so, is it possible to share? Is there a price above which proposals would not be accepted? Does this budget include pass through costs (postage, digital media, list-costs)?

The University is inviting vendors to provide their best pricing in terms of a proposal. Please list your service fees and any possible additional fees.

13. Does UA have a specific term length in mind for the requested services?

The resulting agreement will be for up to five (5) years subject to negotiated termination provisions.

14. What CRM and SIS systems is UA utilizing?

CRM= Slate; SIS= PeopleSoft

15. Can UA please provide the decision timeline for this RFP? When would the resulting contract begin?

Services will begin once the RFP closes, responses are evaluated, vendors are notified, and contracting is complete. The goal is to have this done as soon as possible.

16. Is there an incumbent providing similar services to your institution? If yes, then please name the incumbent. If yes, then can you describe why you are proceeding with an RFP to procure services? Are there different / new services you’d like a new vendor to provide?

Ruffalo Noel-Levitz is the incumbent, and we are very happy with their comprehensive services. We are proceeding with the RFP due to legal obligations for public universities in the state of Arizona.
17. Did UA evaluate solutions that could meet its requirements through vendor presentations leading up to the RFP release? If so, what types and names of solutions and vendors were evaluated.

**No vendor presentations were done prior to the release of the RFP.**

18. Can UA share who will be on the evaluation committee for this RFP? Who has the authority to sign the proposal and how do they make decisions?

**The committee will remain confidential until after the process is complete. Once a contract has been signed if a public records request is done, then committee names can be requested.**

**The buyer responsible for the RFP has the authority to award the proposal and any resulting contract. The decision is based on the vendor who receives the highest score according to the criteria.**

19. Can UA confirm its enrollment goals for next year and beyond? Do you have specific targets beyond enrollment growth (i.e. quality, diversity, % of non-resident students)?

**This is an ongoing conversation with executive leadership. Overall growth and increases in net tuition revenue are the goals to focus on.**

20. What volume of students does UA purchase in a given year as Sophomores, as Juniors, and as Seniors? Is there a desire for change?

**We purchase approximately 400,000 names per year (break down fluctuates); access to standardized testing will be limited due to COVID, therefore future Search names will be limited so other options should be actively explored.**

21. What is your current inquiry pool volume for entering class 2021?

**The University does not have the requested information at this time.**
22. Is UA interested in including senior search (new) names only or also previously purchased names and/or inquiry pool student names?

   This will depend on the strategy and fluctuations throughout the recruitment cycle, but we want to explore all options.

23. Does UA have an application platform preference (current institutional app versus a custom or marketed application platform)?

   We utilize three admission application: in-house Slate application, the Common Application, and the Coalition Application.

24. In item 5.5 Detailed Pricing on page 28 of the RFP there is a note to “See 5.1.1.4.” However, item 5.1.1.4 is related to a general overview and description of responding vendors firms. Can UA please clarify how they would like Vendors to address item 5.5. Detailed Pricing.

   This was a mistake, please see 5.1.1.5.

25. Please clarify whether bidders are meant to submit pricing for our proposed scope in response to both 5.1.1.5 and 5.5. If not, please clarify what information the university seeks in both sections.

   Please just submit one pricing proposal for 5.1.1.5.

End of addendum, all else remains the same.