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 #2

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

1. What academic programs is this marketing effort intended to cover? All? Some? Select ones? Online or campus based? UG? Grad?

   All undergraduate, Main campus programs

2. How will the Ashford/Zovio/Global transaction affect this? Will those entities be part of this intended support?

   Ashford campus is an entirely separate entity with a separate IPEDS number and should not be considered for this scope of work in any fashion.

3. Is there any information you can provide on the target audiences you wish to attract?

   All undergraduate resident and nonresident domestic students.

4. Can you describe your current or previous marketing activities, and how this will be different?

   Multichannel engagement at all levels of the funnel with year-round search component

5. What systems are in place today to help you track and understand the intended activities? CRM? Application system? SIS? Others?

   All of referenced systems are in place at the University of Arizona.

6. What are the desired outcomes of engaging these services and supports? Is there a specific target the university hopes to achieve?

   Increased undergraduate headcount and net tuition revenue.

7. Can you share current enrollments and where you would like to show improvement? What % improvement would indicate success?
Enrollment information is available publicly here: https://uair.arizona.edu/content/overview; undergraduate growth in headcount and NTR is the goal

8. Can you elaborate more on your envisioned ‘survey response’ in 5.1.1.1 - what does that mean to you? Is this a set of pre-determined sequence of communications? Please describe.

This is currently an admitted student survey to gauge interest and likelihood to enroll and what additional information is needed by the student. Survey responses should be maximized and compared to national benchmarks for response rates

9. Is there an envisioned timeline for a campaign? Will there be multiple campaigns?

We engage students at all levels of the funnel year-round and yes there will be multiple campaigns.

10. Please describe in more detail what you mean by ‘student record licensing and acquisition’.

This is referencing student search/buying names.

11. Can you elaborate on the student record/document handling requirements 5.1.1.3.2? Are these admissions documents, transcripts, etc? If yes, what level of handling do you envision needing?

By filling our RFI/s surveys, students will be sharing information. Information is also acquired via the search process and should be treated with the appropriate level of confidentiality.

12. What will your current staff do with the student leads/inquiries generated?

Perform personalized and customized follow up for the purposes of recruiting them to the university.
13. Are you also looking for outside staffing augmentation to support interactions (phone calls for example) with prospects, and to support them through the enrollment management process? Or, will your staff be handling this?

    Yes, phone calls should be considered as part of campaigns/engagements.

14. Can you describe what you mean when you say you want to personalize the recruitment process?

    Make the process personalized by student- to speak to students where they are, in light of their own circumstances and customize information for them and their families that will lead them to choose to enroll at the University of Arizona.

   End of addendum, all else remains the same.