

**REQUEST FOR PROPOSALS
CONCORD UNIVERSITY
RFB#CU2403 STUDENT RECRUITMENT
SEARCH CAMPAIGNS**

ADDENDUM #1- JULY 17, 2023

1. **Question:** How much did Concord spend on Search related services last year, broken out by digital and non-digital services?

Answer: \$67,500

2. **Question:** Was a vendor used to support last year's search and campaign efforts, and if so, who?

Answer: Yes, Underscore.

3. **Question:** Why is Concord looking to change this vendor?

Answer: Concord is looking for similar services with lower costs.

4. **Question:** Please confirm the RFP due date is July 25, 2023?

Answer: Yes

5. **Question:** If this is the due date, would it be possible to grant an extension to July 31st?

Answer: No

6. **Question:** Will top scoring vendors be invited to present their proposals?

Answer: Yes

7. **Question:** Is there any flexibility in a start date of August 2023 for the campaigns?

Answer: All campaigns must begin within the month of August.

8. **Question:** Does Concord have interest in integrating AI into search efforts?

Answer: We are open to the idea of integrating AI into our search efforts if affordable.

9. **Question:** Has Concord 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?

Answer: \$70,000 and No

10. **Question:** We understand that Concord purchases roughly 25,000-40,000 names in the Junior year of high school. Assuming that is your primary purchase window, can you share what, if any, volume you are purchasing as Sophomores and as Seniors?

Answer: 30,000 Sophomores and 10,000 Seniors

11. **Question:** What is the first entering class that you are expecting the vendor to influence?

Answer: Fall 2024