

**REQUEST FOR PROPOSALS  
CONCORD UNIVERSITY  
RFB#CU2408 STUDENT RECRUITMENT SEARCH  
CAMPAIGNS  
ADDENDUM #1**

1. **Question:** If the award notification date is May 1, 2024, what is the desired date of contract finalization?

The communication campaign must be ready to launch August 1, 2024.

2. **Question:** Will final presentations for highest scoring vendors be invited for an in person or virtual presentation?

No

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

\$70,000 non-digital, \$0 digital

4. **Question:** Is Concord looking for digital search services as part of this proposal?

no

5. **Question:** Is Concord in need of an inquiry response campaign?

Concord is needing someone to do Underclassman Search, Senior Search, and Application Generation.

6. **Question:** It appears this sane bid was won by Carnegie in the fall, is there a reason this is up for bid again?

The state of WV requires anything over \$50,000 to be bid out, and last year's contract was for one year only.

7. **Question:** Is there an incumbent providing similar services to your institution? If yes, then can you describe why you are proceeding with an RFB to procure services? Are there different/new services you'd like a new vendor to provide?

We contracted with Carnegie for 2023-2024 for similar services but the contract expires in July, 2024. We are looking for similar services at a similar cost.

8. **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?

We paid \$70,000 for the services for 2023-2024 without the add-on services. We are looking for similar costs.

9. **Question:** What is your total annual budget for this project, including as spend?

We paid \$70,000 for the services for 2023-2024 without the add-on services. We are looking for similar costs.

10. **Question:** What is your decision-making process for this RFB response selection and who is involved in the decision-making process?

Each proposal will be scored on the basis of qualifications, experience, services, and price by the chosen members of the Enrollment Team. The highest point total will be awarded the bid.

11. **Question:** How many names are you buying annually? 115,000

1. Prospects by grade level? Please break down by grade level  
Seniors-approximately 15,000  
Juniors-approximately 1,200  
Sophomores-approximately 1,200
2. Inquiries by grade level? Please break down by grade level
3. What sources?

CollegeBoard and Encoura

4. How are they trending this year?

Numbers seem to be holding steady with last year even with the FAFSA delay.

**12. Question:** What are your specific enrollment goals for the next academic year?

1. Build funnel, shape funnel, both?  
Both
2. What is your application goal?  
2,500 Freshman
3. What is your enrollment goal?  
415 Freshman

**13. Question:** What are your specific enrollment goals for the next academic year?

Same as Question 12

**14. Question:** Did you hit your goal the last academic year?

Yes, we met the enrollment goal

1. What was your total number of applications versus your goal?  
2275 Freshman applicants/2500 goal
2. What was your total number of enrollments versus your goal?  
444 Freshman enrollments/415 goal
3. What was your total NTR versus your NTR goals?  
Total NTR \$11,318,517.27/We try to maximize NTR as a goal

**15. Question:** Please provide your top recruitment markets:

1. Primary – WV
2. Secondary – VA, NC, MD
3. Tertiary – TN, FL, SC, OH, GA
4. Any new markets of interest? PA

**16. Question:** Do you feel you have a good pulse on your top market and competitors? Yes

1. How often are you running an analysis to stay on top of trends and what the competitors are launching and communicating mid-cycle to potential students?

Quarterly

**17. Questions:** How important is it to you to be able to forecast future enrollment, applications, NTR and retention for first time freshmen (FTF)?

The institution has placed a very high priority on enrollment and retention.

1. Are you doing this successfully today?

Our IR Department does a great job forecasting enrollment and future trends.

**18. Questions:** Who are the stakeholders for making the decision for this RFB?

The Enrollment team, and the Chief of Procurement

**19. Questions:** How is marketing automation a part of your tool kit?

It is of highest importance due to a small, over-worked staff.

**20. Questions:** How effective is your institution with email inbox deliverability (spam vs inbox)?

We use Microsoft tools to filter incoming email to determine if email is spam, but of course nothing is 100% and one person's spam is someone

else's treasure. For outgoing email, we use DMARC records so that our email is trusted by external recipients.

**21. Questions:** Do you feel you are effectively showcasing your key offerings to potential students? (i.e. Academics, Location, Campus, Athletics, Student Experience)

1. How are you doing that today?

Yes, our current vendor does a great job via our campaigns.

**22. Questions:** How are you managing the complexity of integrating digital into your enrollment plan and overall campaigning?

We are able to keep track of click-through-rates and open-rates, and determine if messages are hitting our targeted audiences and which campaigns are providing leads. We have outside vendors that assist us in monitoring this, and we are able to monitor this within Slate.

**23. Questions:** Are you happy with your print vendor or are you looking to include this in your search initiative?

Large prints are sent out via Slate Print successfully and are happy with that.

1. How much print are you sending out by HS grade level annually?  
Approximately 23,000

2. What is your overall budget towards print mailers by HS grade level annually?  
Approximately \$10,000

**24. Questions:** Do you have a specific media buy budget? no