

**Request for Proposal (RFP)**

**RFP No. R590105**

**Communication/Marketing Services for UA Global Campus**

**Question and Answer Set Number 1**

Question 1: Can you provide a budget range that the selected agency should work within?

Answer 1 : Not allowed to answer at this time

Question 2: Who do you consider your strongest competitor?

Answer 2:  N/A

Question 3: What differentiates UA from other online opportunities? In NWA and nationally?

Answer 3:  Online students at the University of Arkansas are Razorbacks. They may connect differently than students who walk across the Fayetteville campus every day, but they reap the same benefits. Online students can earn a degree from the state’s flagship institution (U of A), participate in commencement activities, have their names etched in Senior Walk (a tradition of engraving graduates’ names in sidewalks across campus), access library resources, talk with U of A faculty/instructors, access tutoring and supplemental instruction, etc. Our online courses are designed on-campus under Quality Matters™ best-practices standards by professional Instructional Designers and delivered by University faculty. The bottom line is online students at the University of Arkansas are U of A students. They may connect virtually, but they are part of a much larger learning community, established in 1871. U of A is a “Best Value” university. Fully online students pay in-state tuition and distance fees. The Carnegie Foundation for the Advancement of Teaching lists the U of A in its highest research status, and the *Princeton Review* regularly lists the U of A in its annual "Best Colleges" publications.  U of A degree programs earned three badges from the *U.S. News & World Report* for “2016 Best Online Programs” for bachelor’s degree programs, graduate education degree programs and graduate engineering degree programs. See [http://online.uark.edu](http://online.uark.edu/#_blank)

Question 4: Do you have existing partnerships with major NWA businesses that should be leveraged?

Answer 4:  Yes

Question 5: Have you executed a marketing plan in the past focused on online degree programs?

Answer 5 : Yes

* 1. If so, can you share your tactics?

Answer: The U of A ’s tactics focus on increased enrollment, not lead generation.

* 1. If so, are there tactics used that you prefer to avoid?

Answer: As always, avoid a competitive approach with our sister institutions.

Question 6: Is your interest solely in design and copy or are you interested in video production?

Answer 6: Looking ahead one year, the answer is design and copy only, not video.

Question 7: If media buying is needed, will the UA do that or are you looking to the agency to purchase media?

Answer 7: The company that wins the bid is expected to purchase media on behalf of the U of A.

Question 8Thinking of collaboration, what internal capabilities will the university provide to the partnership?

Answer 8 : The communications team at the U of A Global Campus will collaborate with the bid winner. This team provides decades of experience in project management, marketing, communications, Web development and graphic design.

Question 9: Can you share how many agencies are participating in the RFP?

Answer 9: Not allowed to answer at this time

* 1. Is preference given to Arkansas-based agency?

Answer: No