Q&A Addendum #4

Bid #05132022 Student Engagement Platform

This document provides question and answer information pertaining to the above captioned RFP and will be updated as necessary.

REMINDER: It is the Respondent's responsibility to thoroughly read and examine the entire Bid document and any addenda to the Bid.

Posted 05/26/22

Question 1. In the Terms and Conditions document, Section 6.3, could you clarify the packing memoranda? Is this simply a packing slip indicating the components of the package?
Answer 1. Yes

Question 2. In the Document, Section 10.2, it reads "A Word version of the RFP document will be posted on our Hogbid website. Respondents can insert Proposals into the document provided or create their own Proposal document making sure to remain consistent with the numbering and chronological order as listed in our RFP document." Is a word version being provided? Does the .xls response spreadsheet take the place of this?
Answer 2. Please use .xls response sheets where referenced

Question 3. You mention email and text as required engagement channels to the solution. There is also mention of event advertising. Do you also want a way to integrate in your digital advertising channels to manage ad spend?
Answer 3. We would be interested in learning about this should your platform offer it.

Question 4. And if so, through what channels are you looking to advertise events (Instagram, Facebook, Twitter, etc)?
Answer 4. Those listed as well as some TikTok, email/print/digital media.

Question 5. Approximately how many constituents would you be messaging (email and/ or text) in a given year?
Answer 5. Approximately 20,000 unique contacts, multiple messages to some within that group

Question 6. Describe the future state goals for Communication. What marketing platforms are being considered? Are you migrating away from any existing marketing platforms, and if so - how many campaigns will need to be transferred to a potential new system?

Answer 6. We are not looking to replace anything with this platform, rather add this to the larger communication strategy.

Question 7. What specific marketing KPIs are important to UA for this project?

Answer 7. Our success in marketing is measured by student engagement with communications, student engagement with programs and services as a result of marketing, as well as general knowledge of campus happenings.

Question 8. Could you please provide an example of a use case for an in-app notification that you're envisioning?

Answer 8. Reminders of events that students have registered for or notice that an event that might be of interest to them is happening.

Question 9. What systems (Communications, Marketing Automation, SMS, Case Management, CRM, Integration Platform, or Advising) are you using now?

Question 9. RAVE, SignalVine, Oracle, Simplicity Advocate, Starfish

Question 10. Are there specific KPIs related to student engagement and retention that University of Arkansas is trying to achieve?

Answer 10. No specific numbers, but we are hoping to see an increase in both.

Question 11. Please describe in what organizational/departmental areas (i.e. Advising, Registrar, Financial Aid, etc) the University of Arkansas is seeking to implement and onboard the solution? Have any of these been prioritized? Approximately how many staff users in each organizational/departmental area? Please indicate if these staff will be full time users or part time.

Answer 11. This is a primarily Student Affairs driven project. There are other users across campus in other areas (Academic Affairs, Financial Aid, etc.), but the primary users will be within the Division of Student Affairs to start with hopes to scale from there once the solution is in place. Approximately 1000 staff users, mostly full-time, but some part-time/graduate student staff.

Question 12. Are there any documented business processes in process flows in the organizational/departmental areas today? If so, which ones? Are there any that are lacking?

Answer 12. We use this for many processes by utilizing the forms structure. Some application processes for leadership positions are also run on this platform. Current processes are functional, open to exploring options for optimization.

Question 13. Does University of Arkansas own any kind of Forms tool? If so, how is is used today?

Answer 13. Current student engagement platform has a forms tool, Microsoft forms, Qualtrics

Question 14. What kind of different advising model(s) does University of Arkansas use and which ones are being considered as in scope for this implementation?

Answer 14. UofA uses all listed below. This solution is not intended to be used for advising processes at this time. Examples include:

1. Individual Advisors – This is a model where each student is assigned a single advisor.
2. Success Teams - A success team is a group of individuals and resources responsible for student success. Success team members are specifically assigned to an individual advisee—unlike members of Advising Pools, who are typically not assigned to individual advisees but rather serve the general population. If success teams are being considered – what departments are included in this project?
3. Advising Pools - Advising Pools let you manage the advising functions that typically don't assign specific advisors to advisees
4. Queues - Queuing is used to manage an individual advisor's walk-in hours or an Advising Pool that has a waiting room, like a one-stop center or front desk

Question 15. Are there any documented advisor assignment rules in place today? Or does the model need to be created during the engagement?
Answer 15. Unsure, outside of the scope of this project.

Question 16. Please outline which student departments will allows students to make appointments?
Answer 16. Unsure, outside of the scope of this project.

Question 17. What sort of engagement is envisioned for student organizations/clubs?
Answer 17. We currently have around 350 active student organizations that are managed through our Office of Student Activities, which relies heavily on our current student engagement platform. Engagement is currently good, but always looking for ways to optimize processes and increase engagement.

Question 18. How are rosters for student organizations/clubs currently managed?
Answer 18. Through current student engagement platform

Question 19. How are events currently managed? Is there any event tool in place today?
Answer 19. Through current student engagement platform

Question 20. Is there any integration expected with the university's website where data in Salesforce is displayed on a public website? Events, for example?
Answer 20. Unsure about Salesforce integration. Current integration is managed through RSS feeds from events on current student engagement platform.

Question 21. Are the specific populations that can register for an event, or are all events open to all students? To the public?
Answer 21. This is dependent on scope of event. Some are for very specific student groups and must only be seen by those specific groups, others are more open to general campus population. We do have some events that are open to the public, however those rarely require registration.

Question 22. What kind of data from system integrations would the Staff/Advisors/Success Team members find useful when advising/assisting students?
Answer 22. Unsure, outside of the scope of this project

Question 23. Approximately how many students or constituents (active and inactive) would you consider migrating to the new solution?
 Answer 23. Between 35,000-40,000 students, faculty, and staff

Question 24. What legacy data do you intend to migrate from current systems into Salesforce and do you have any data archival plans in place? Is a data cleanup effort anticipated as part of this engagement?

Answer 24. All data contained within current platform would need to be migrated – this is a mix of student involvement data, event data, form data, etc. Some data cleanup might be necessary, but should be minimal.

Question 25. What file management tool is the University using today? How is it being used? What departments/organizational areas are utilizing it?

Answer 25. Depends on office. There is a file management system within current student engagement platform. Campus also uses Sharepoint, Box, etc.

Question 26. Describe the types of integration approaches University of Arkansas has used when integrating previous systems?

Answer 26. Some precedent with API managed through our IT Services with current platform

Question 27. Is there a data warehouse/data lake in place today?

Answer 27. Not that would be affiliated with this project

Question 28. Describe what Data Governance looks like at the university? How is data quality enforced?

Answer 28. There are robust structures in place on campus, but they are outside the scope of this project

Question 29. Is University of Arkansas familiar with Agile/Hybrid Methodology including writing User Stories and Acceptance Criteria as well as Sprint Planning?

Answer 29. No one on this team is involved with these processes

Question 30. What other large scale transformations might be occurring in parallel to this that will impact end users capacity to adopt change?

Answer 30.Campus will be migrating student information system to Workday Student in 2025

Question 31. Does University of Arkansas have experience with Organizational Change Management? If so please describe the staff and tool resources available and the methodology used.

Answer 31. No one on this team is involved with these processes

Question 32. What does the current IT support model / team look like to support existing solutions? Will there be any organizational changes to this model attached to delivery of proposed solution?

Answer 32. Current platform is managed internally within the Division of Student Affairs with support from vendor. This is not centrally controlled by the University.

Question 33. Do any IT staff have Salesforce experience? If so, please describe how many and level of experience.

Answer 33. No one on this team is involved with these processes

Question 34. Is there a preferred rollout/go live strategy? (phased, big bang, etc.)

Answer 34. Will want to migrate over in Spring 2023 so that we can have folks training before new student orientation in May 2023.