

**Request for Proposal (RFP)**

**RFP #05312023**

**Marketing Services**

**Q&A ADDENDUM #1**

1. For the costs associated with digital ad placements, we typically charge a percentage of the overall ad spend budget. Do you have a budget in place that we will be expected to work withing? This will allow us to quote you an exact dollar amount.

**• A current Supplier recommends, implements, and manages digital ad buys. The current RFP seeks other marketing services. Please see the “Scope of Work” section of the RFP.**

1. For the questions listed in the straight forward answers section:

UAF is under contract with another company to provide digital (internet) media plans, buys and ROI reports. What experience do you have in providing other marketing services (e.g. creatives, marketing strategy, content creation and SEO) separately from media-buy services?

Is this referencing a company that does OTT ad placement and Digital-Out-Of-Home ads? The RFP requests Google search and social media ad placement which would also fall under digital media plans. GRIP.D is capable of running all of these types of campaigns, but we wanted to clarify what was to be expected within the confines of this proposal for budgetary purposes. We have worked with many companies that handle the other types of ad placements so we are comfortable doing so, but we would adjust our budget accordingly.

**• We have used two separate companies since 2019 – one for digital media buys and one for creatives and other associated marketing aspects.**

1. Will the University accept soft copies of the proposal via email (in addition to the hard copies)? It is against our organization's data policies to provide USBs, CDs, etc.

**• Per Arkansas State Law, we are not allowed to accept bids in email format. Any soft copies would need to be via USB drive, CD etc. We prefer USB Drives.**

1. Can the University specify the current University of Arkansas programs included in the scope of services? Are all current online programs (bachelor's, master's, doctoral, certificate, as well as other non-degree offerings) currently listed on this website included in the scope? <https://online.uark.edu/> and <https://training.uark.edu/>

**•** [**https://online.uark.edu/**](https://online.uark.edu/)

**•** [**https://training.uark.edu/**](https://training.uark.edu/)

**• Yes, all programs. However, the majority of our advertising funds focus on online programs listed on** [**https://online.uark.edu/**](https://online.uark.edu/)

1. Can the University specify the additional, future programs it has identified or interested in (specific programs, degree levels, and/or broad disciplines)? Or, does the University seek a vendor's guidance in identifying additional program(s)?

**• We do not seek a Supplier’s guidance to identify additional program(s).**

1. The University has specified that it is under contract with another company for select marketing services. Why has the University issued an RFP? Is the current vendor invited to respond to this RFP? Will the University continue to work with the current vendor if it selects another vendor?

**• A current supplier recommends, implements, and manages digital ad buys. The current RFP seeks other marketing services. Please see the “Scope of Work” section of the RFP.**

1. Does the University have a budget, or budget range, identified for this project? If so, can the University share this budget?

**• We would like a price quote from suppliers commensurate with the work required to complete the project objectives.**

1. Can the University share historical marketing spend data for its online program marketing efforts, ideally for the last three to five years and by channel?

**• This data will not be made public during the RFP process. However, our annual report – a public document – is available at**

[**https://globalcampus.uark.edu/\_resources/pdf/global-campus-annual-report-fy22.pdf**](https://globalcampus.uark.edu/_resources/pdf/global-campus-annual-report-fy22.pdf)

1. Can the University share historical enrollment data for the programs included in the scope of work, ideally new annual enrollments by term/start by program for the last three to five academic years?

**• Historical enrollment data is available in the annual report at available at**

[**https://globalcampus.uark.edu/\_resources/pdf/global-campus-annual-report-fy22.pdf**](https://globalcampus.uark.edu/_resources/pdf/global-campus-annual-report-fy22.pdf)

1. We understand one of the University's goals is to increase enrollment across the program portfolio. Can the University share any specific goals it has regarding enrollment and the enrollment funnel. For example, does the University seek to grow any specific programs or degree levels more than others; aim to grow enrollment by XX% over a certain time period; etc.?

**• We do not have publicly disclosed program-specific goals. However, the University of Arkansas’ strategic goals include increasing graduate enrollment.**

1. Is there a predetermined budget that can be shared for this project? Understanding the budget range or any specific financial guidelines will enable us to tailor our proposal accordingly and ensure the best possible alignment between your expectations and our capabilities.

**• We would like a price quote from suppliers commensurate with the work required to complete the project objectives.**

1. Is there a budget range you’re considering for this engagement?

**• We would like a price quote from suppliers commensurate with the work required to complete the project objectives.**

1. Who is your digital media partner? How do you envision the partner chosen to work with them?

• **We are not providing that information at this time. We envision the two agencies working together to meet the goals of the institution.**

1. Do any of the certificate programs provide credits toward a degree?

**• For credit certificates, they generally build towards degrees but can be taken separately. Currently, non-credit to credit pathways are a priority for development.**

1. Is there any overlap between the online certificates and the professional development courses offered?

• **Yes, in some areas.**

1. Do students of professional development programs often take multiple courses at a time?

**• This varies. Historical enrollment data will be shared during implementation to awarded Suppliers as appropriate for their scope.**

1. What percentage of professional development students come through an organization’s custom curriculum versus one-off enrollments?

**• This is not information we are sharing at this time.**

1. Is the lead generation focus for the professional development programs mainly on B2B partnership growth or individual outreach and enrollment? Or both?

**• The focus of this RFP is direct student enrollment.**

1. Are there any industries or verticals you’ve found there to be more prospective student interest from than others?

**• This is not information we are sharing at this time. Historical enrollment data will be shared during implementation to awarded suppliers as appropriate for their scope.**

1. It looks like online degree courses are offered synchronous and asynchronous depending on the course – is that correct?

**• All undergraduate degree programs are fully asynchronous. Graduate programs vary based on the program and its pedagogical needs as established by the academic units and colleges.**

1. Are you hoping to target domestic or international students?

**• Primarily domestic students**

1. Can you clarify the difference between target audiences and the stakeholders listed?

**• Our target audience is non-traditional adult students.**

1. What tactics do you currently have in market to support these initiatives?

**• Please see the Annual Report available at** [**https://globalcampus.uark.edu/impact/index.php**](https://globalcampus.uark.edu/impact/index.php) **for publicly available information.**

1. How do marketing and sales work together to achieve admission goals?

**• Our marketing and recruitment teams work closely together and report to the same leadership position.**

1. Do you do any existing surveying of your students or stakeholders?

**• YES**

1. What research do you have available supporting curriculum development and audience targeting?

**• Our marketing and recruitment teams work closely together and report to the same leadership position.**

1. Is there an incumbent marketing agency bidding on this project? If not, what prompted you to look for a new agency?

**• We have used a variety of suppliers for these services. The RFP is open to all suppliers who otherwise meet the requirements for participation.**

1. Has an annual budget been set for this project or any of the elements within it? If there is a separate budget for the ONLINE and workforce development programs?

**• We are not sharing budget information publicly at this time.**

1. Regarding pricing, the official price sheet that we must fill out has the project consolidated into one line item. Elsewhere throughout the RFP itemized and/or a la carte pricing is requested. How should this be presented? Are to add lines to the sheet and ignore the line requesting a price for the cumulative services? Or should we not provide itemized pricing?

**• Pricing should be itemized and presented a la carte. Lines should be added to the official pricing sheet as needed based on the elements in the Scope of Work from Section 2 of the RFP.**

1. The term listed is four years, with a potential renewal of another 3 years. Do you expect each of the services listed in Section 2 to be provided across the full duration of the four years or provided annually? For example, "Explain how we can use content better and what is missing from our content marketing strategy." Do you expect this to be a one time service provided in year one or would this be revisited each year?

**• We expect that unique work will be conducted in each year in which the University contracts with a supplier for services listed in this RFP. Needs are determined on an annual basis in conjunction with awarded suppliers.**

1. Can you specify "general marketing services"? We understand that there may be some that you are not aware of that we could provide, but what are some of the services that are known to you that you expect to be included under this scope item?

**• We have nothing to share on this item at this time beyond the information shared in the RFP.**

1. Are there any specific enrollment goals and targets that U of A has for the ONLINE and workforce development programs?

**• Not that we are making available at this time**

1. A lot of things on the check-list we typically offer as part of a value add within our scope of work along with our media buying and execution. I saw that you have an existing contract with a digital media company but am curious if that is inclusive of CTV/OTT and/or linear tv buying?

**• Linear TV buys are currently handled in-house. Our current contract with our supplier for media buys does not include the services listed in this RFP.**

1. What system do you currently use for your CRM?

**• Slate**

1. Is your CRM integrated with the rest of the university?

**• We operate in three instances. Online programs operates within university-wide undergraduate and graduate instances. Professional Workforce Development works in a stand-alone instance.**

1. Are we able to recommend changes to enhance the current website?

**• YES**

1. Enrollment services included in scope? (lead follow ups)

**• NO**

1. What is the program prioritization on undergraduate and graduate programs?

**• Priorities are set each year and communicated to our marketing partners.**

1. Can we create individual landing pages hosted on your servers?

**• This is not generally our preferred tactic.**

1. Will we have cross domain tracking/pixeling abilities for both sites?

**• YES**

1. Are you able to share your estimated current media spend to support the initiative?

**• Not that we are making available at this time**

1. Are there specific enrollment goals for each program?

**• Not that we are making available at this time**

1. Will we have one point of contact or several throughout the university? Workforce vs. online?

**• We operate through a single coordinated office for marketing and communications.**

1. Can you provide the complete list of current tactics?

**• Not at this time**

1. Do you have a specific list of competitors/peers benchmarking success against?

**• NO**

1. How many individual vendors are you willing to work with to satisfy the requirements?

**• The number we determine to be appropriate to meet our needs.**

1. Are there defined and differentiated user personas?

**• YES**

1. Are there defined and differentiated user journeys?

**• YES**

1. Is there a budget for original multimedia production to support content development and enhancement of marketing collateral, if needed, including original photography and video?

**• Yes, if determined to be within the scope of needed work.**

1. Social media implementation will be critical to a content strategy — does U of A have dependable and regular scheduling access to and coordination with U of A main channels (since it appears to use those channels for its promotion)?

**• These are not the primary channels we use. Online and Professional Workforce Development each have unique channels.**

1. Who do you see as your Top 5 competitors for both online degree programs and professional and workforce development programs?

**• We do not have a list that we are prepared to share at this point in the process.**

1. Do you have current profiles of typical students of the online program and the professional and workforce development program?

**• Yes, please see the Annual Report available at** [**https://globalcampus.uark.edu/impact/index.php**](https://globalcampus.uark.edu/impact/index.php) **for publicly available information.**

1. Do you have current profiles of typical students of the online program and the professional and workforce development program?

**• YES**

1. Do you have any partnerships in place with employers to provide access to the professional and workforce development program?

**• Publicly disclosed partnerships can be found in the Annual Report available at https://globalcampus.uark.edu/impact/index.php**

1. What is the cost of each program and how does it compare to closest competitors? What is the cost of each program and how does it compare to closest competitors?

**• Costs associated with programs can be found on the Online.uark.edu and training.uark.edu website. We do not have a competitor list that we are prepared to share at this point in the process.**

1. Which Rankings have you historically found most important to maintain for your programs? Which rankings have you historically found most important to maintain for your programs?

**• Information about current rankings we include in our marketing are available at** [**https://online.uark.edu/about/**](https://online.uark.edu/about/)

1. Do you have any existing research on your audiences or specific University of Arkansas trends that you could share?

**• Not that we are making available at this time**

1. What CRM system do you use?

**• Slate**

1. Do you currently have customer journey maps that you would be willing to share?

**• Yes, we would provide our current information during implementation.**

1. Do you prioritize / deprioritize any geographies in your marketing efforts? If so, can you share which ones?

**• Arkansas is always our priority, followed by our region of the Unites States. Geographic priorities beyond that differ by program characteristics and would be shared during implementation.**

1. We understand that you have a partnership with a media buying agency. Will we have access to the data and analytics from those buys to inform our recommended strategy?

**• YES**

1. Could you recommend your top choice of program for us to share spec creative for?

**• We do not have a preference at this time.**

1. What is an ideal media headline that you would like to achieve? (This will help formulate earned media strategies)

**• It is our expectation that that awarded partners would help shape this. Existing content marketing examples can be found on** [**https://online-learner.uark.edu/**](https://online-learner.uark.edu/)

1. Do you have any preferred media outlets for news coverage?

**• NO**

1. Are there any sources of inspiration that the team loves for social media content creation that we should consider?

**• We do not have a list to share**

1. The RFP indicates vendors may send proposals for all or part of the services listed. Can the University of Arkansas clarify which sections of the RFP can be partially responded to? Are vendors able to respond partially to specific scope items listed in the services requested? Is the University of Arkansas accepting proposals that meet the scope of services requested for only one of the two programs listed (University of Arkansas ONLINE and University of Arkansas Professional and Workforce Development)?

**• The U of A is open to all suppliers who meet the qualifications within the RFP. We do not have specific preferences at this time. Suppliers may respond to partially to any or all of the specific scope items listed in the request for proposal. Yes, we are open to responses to only one of the two program areas (U of A Online vs. Professional Workforce Development).**

1. Does UA have leads for the Professional and Workforce Development program already? If so, about how many?

**• Yes - We are not sharing that information publicly at this time.**

1. Our approach to research prioritizes labor market analytics and IPEDS trends as drivers of enrollment marketing strategy. Has the university scanned labor market analytics and IPEDS data to understand demand for the programs it seeks to expand as part of this contract? If not, please identify 3-4 key programs it would like us to assess in a market scan analysis as part of the review process.

**• YES**

1. What content management system(s) does the university use for key web pages (program pages, blogs, etc.) and how readily can that content be adapted for search engine optimization purposes?

**• Modern Campus and WordPress - We have direct access to update content as needed.**

1. Has UA identified a budget for this initiative, and if so, is it possible to share? Can you share the media budget for UA?

**• We are not sharing that information publicly at this time.**

1. What are your goals for enrollment growth? Please provide overall goals as well as goals broken out by individual programs that would be marketed. What is your timeline for achieving these growth goals?

**• We do not have publicly disclosed program-specific goals. However, the University of Arkansas’s strategic goals include increasing graduate enrollment.**

1. Can you provide annual inquiry, completed application, and enrollment data for each of the programs that would be marketed for the past 2-3 years?

**• We are not sharing that information publicly at this time.**

1. Are you engaging young alumni/current seniors in campaigns for UA Online?

**• YES**

1. What % of your enrolled graduate students come from their alumni/current undergraduate seniors?

**• We are not sharing that information publicly at this time.**

1. Do you currently purchase GRE/GMAT names? If so, please provide the number of names purchased broken out by programs that would be marketed.

**• NO**

1. What application are you currently using?

**• Slate**

1. What is your CRM?

**• Slate**

1. Can UA share who will be on the evaluation committee for this RFP?

**• Not at this time**

1. Are you willing to accept an electronic signature in lieu of a wet ink signature on all forms?

**• Yes. We prefer Adobe Digital Signatures but will also accept Docusign as a digital signature.**

1. Are you willing to accept just electronic submission in lieu of the hard copies? (Just USB.)

**• NO. We do require hard copies alongside soft copies**.

1. Who is your incumbent agency(ies) and will they be participating in the RFP response?

**• We have used a variety of suppliers for these services. The RFP is open to all suppliers who otherwise meet the requirements for participation.**

1. How many agencies received this RFP?

**• This is a publicly posted RFP**

1. Who will be the primary decision makers?

**• We are not currently sharing this information.**

1. What are you looking for in marketing partner? What do you see as being key to a successful partnership?

**• We have nothing to share on this item at this time beyond the information shared in the RFP.**

1. What is the estimated budget to support these initiatives?

**• We are not sharing that information publicly at this time**

1. Who currently plans, places, and manages your paid media efforts?

**• Different media spends are handled differently. Some are conducted in-house and some through a third party supplier as indicated in the RFP.**

1. Is there immediate work needed to support University of Arkansas ONLINE and/or University of Arkansas Professional and Workforce Development? Or are you looking to establish a firm(s) to support future as needed work?

**• We are primarily focused on future need, but do anticipate there to be timely needs through out the length of any contracted term.**

1. Regarding addressing bandwidth of the GC Marketing and Communications team, can you advise of the team’s top gaps and/or challenges?

**• Gaps and challenges change over time given staffing and changing priorities. We have nothing specific to share beyond what is listed in the RFP at this time.**

1. Can you advise of current marketing strategy to attract employers to support customized training programs?

**• This work is currently handled in-house through our Professional and Workforce Development team.**

1. Regarding your current content marketing and SEO strategies, what is working well? What isn’t working well?

**• Specific information on historical campaign performance would be shared in implementation with awarded suppliers as it is relevant.**

1. Can you provide any additional insight into your current thought leadership and content strategies (e.g., your podcast, blogs, etc.), specifically the cadence, the plans, the successes and missed opportunities? Who manages the content production now? Who manages the podcast planning, securing of guests, production, and post-production?

**• The majority of content is created and managed in house.**

1. Regarding your current lead nurturing strategy, what is working well? What isn’t working well?

**• Specific information on historical campaign performance would be shared in implementation with awarded suppliers as it is relevant.**

1. Do you currently have any earned media strategies in place? If so, can you please provide insight into those plans (e.g., PR, conferences, speaking engagements, how the podcast fits into this, etc.)?

**• Specific information on historical campaign performance would be shared in implementation with awarded suppliers as it is relevant.**

1. Which channels or marketing strategies that you’ve previously deployed were deemed successful, and which did not perform to expectations? Any data or performance dashboards you can share regarding the campaigns (either initial launch or recurring campaigns)?

**• Specific information on historical campaign performance would be shared in implementation with awarded suppliers as it is relevant.**

1. What CRM(s) are you leveraging for:

a. University of Arkansas ONLINE

b. University of Arkansas Professional and Workforce Development

**• Slate**

1. What is your marketing automation tech stack for:

a. University of Arkansas ONLINE

b. University of Arkansas Professional and Workforce Development

**• Marketing automation is handled through an existing third party supplier and not part of the scope of this RFP.**

1. Who do you consider to be your primary and secondary competitors for:

a. University of Arkansas ONLINE

b. University of Arkansas Professional and Workforce Development

**• We do not have a list that we are prepared to share at this point in the process.**

1. Do you have personas and journey maps developed to support University of Arkansas ONLINE and/or University of Arkansas Professional and Workforce Development?

**• YES**

1. Describe the ideal prospective student. Where do they reside, what are their aspirations, what are they hoping to accomplish, why did they choose U of A over other schools? How does this vary for Online and Professional and Workforce Development programs?

**• Please see the Annual Report available at** [**https://globalcampus.uark.edu/impact/index.php**](https://globalcampus.uark.edu/impact/index.php) **for publicly available information.**

1. What is the demographic, psychographic, geographic mix of your current students? Where do you see the most success with enrollment marketing efforts from a student profiling perspective?

**• Please see the Annual Report available at** [**https://globalcampus.uark.edu/impact/index.php**](https://globalcampus.uark.edu/impact/index.php) **for publicly available information.**

1. Of the stakeholders and target audiences listed in the RFP, please rank them in order of priority and provide the context regarding how those priorities are set.

a. Adult learners (not high school students)

b. Potential students for U of A ONLINE programs and offerings

c. Potential clients for U of A Professional Development Workforce programs and offerings

d. The state of Arkansas, residents, decision-makers and media

e. The University of Arkansas

f. U of A Faculty

g. U of A Academic Units

**• Recruitment of students is our top priority for this RFP.**

1. Has U of A undergone any re-brand work recently? Are you planning on doing any significant brand work in the near future?

**• NO**

1. Regarding developing a creative identity, can you advise how (if at all) we’ll be expected to use current themes / campaigns:

a. Whatever you’re in it for, we’re in it for you (ONLINE)

b. We’ve got a class for that (Professional and Workforce Development)

**• It is our expectation that that awarded partner(s) would help shape our creative identity over time as determined appropriate.**

1. Do you have specific enrollment goals for:

a. University of Arkansas ONLINE

b. University of Arkansas Professional and Workforce Development

**• Not that we are making available at this time.**

1. What KPIs do you measure to determine whether the marketing strategy is successful?

**• Enrollment and success of students in their respective programs are our most important KPIs.**

1. Are you currently able to track marketing attribution from your paid and non-paid through enrollment?

**• Yes, to various extents for different marketing types**

1. How are you measuring ROI?

**• Enrollment and success of students in their respective programs are our most important measures.**

1. Are you currently setup on Google Analytics 4?

**• YES**

1. Workforce Development

For University of Arkansas Professional and Workforce Development are you looking for support with partnership acquisition (generating incremental employer partnerships) and/or partnership activation (driving enrollment from existing employer partners)?

**• These may be a part of our plan in the future but we are primarily focused on direct student enrollment in this RFP.**

1. Goals

One of your goals notes “Increase enrollments.” Can you provide additional context on specific enrollment expectations that your organization has, as well as any similar past performance, so we can understand what type of growth you are looking to achieve?

**• Not at this time**

1. Brand Strategy Project

a. Can you describe the level of existing video and photo assets that would be available to our organization as part of the creative development process?

 b. Are you open to and/or interested in an original, on-ground video and photo shoot designed to capture additional assets for creative development?

**• The University has an extensive library of photos. The Global Campus also has access to stock photos/video.**

1. Research Project

a. When it comes to measuring awareness, what geographies would you like to look at? Would you be interested in only understanding awareness in-state, regionally, or would you like to consider nationwide?

b. Are you open to unique research solutions different for University of Arkansas ONLINE and for your Workforce offering?

**• Arkansas is always our top priority followed by our region and beyond. Success rates within specific geographies varies and historical information would be shared as a part of implementation. Yes, we are open to and would expect different approaches between these two program types.**

1. Budget

a. Many of the services requested can be provided at a variety of resource levels. For example, SEO support costs are contingent on the volume of content created, brand strategy costs are impacted by the cost of a potential production, and research projects vary in cost based on the breadth and depth of audiences. Given that, can you provide any additional context or clarity on the volume of support the organization is interested in, so we can identify the ideal scope of resources to match your present needs.

b. If possible, please provide a range of anticipated annual agency fees for the work scoped in this RFP.

**• We are not providing budget information at this time.**

1. On Page 4 of the RFP, it is stated "We are under an existing contract for digital media buys and would like to exclude that service from this RFP." What is the current budget for digital media buys for UArk Online and UArk PWD?

**• We are not providing budget information at this time.**

1. Who is the current digital media buy provider? Why isn't the current media buy provider doing the marketing strategy advising? What is the plan when the contract with the current provider ends?

**• We are not providing this information at this time. Our current contract with our supplier for media buys does not include the services listed in this RFP.**

1. How cooperative is your current media buy provider about sharing information such that the newly awarded vendor can develop and improve messaging?

**• Information is freely shared with the university and with other partner suppliers as is appropriate for their scope of work. Historical information will be shared with awarded supplier(s) as appropriate for their scope of work.**

1. Is there an incumbent vendor providing the marketing services outlined in the RFP currently? If so, please identify the current provider.

**• Services in this RFP have been provided through a variety of suppliers as well as in house.**

1. What is the annual budget for this marketing services engagement?

**• We are not providing budget information at this time.**

1. What factors may affect the budget for these marketing services in years 3+ of the engagement?

**• Many factors may impact the budget for these services including enrollment trends and state and institutional priorities.**

1. What are the drivers for issuing this RFP and what is its importance to the University of Arkansas at this time?

**• Please see stated objectives in the RFP.**

1. What system is currently being used for CRM? What system is currently being used for Marketing Automation? Do you forsee any system changes in the near future?

**• Slate - No, we do not anticipate any changes.**

1. What is your strategy for addressing previous enrolled/lapsed students?

**• We do not currently have a specific intervention model in place for this population.**

1. What market research related to UArk Online and/or UArk PWD has been done previously? When will that information be shared?

**• Historical information will be shared in the implementation process with awarded vendors as appropriate for their scope of work.**