



AN HONORS UNIVERSITY IN MARYLAND

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DATE: November 20, 2018

TO: All Prospective Proposers Cc: Procurement File

FROM: Elizabeth Moss

RE: UMBC Enrollment Marketing Consultant Solicitation
BC-21120-M: ADDENDUM #1

The following amends the above referenced solicitation document. Receipt of this addendum must be acknowledged by completing the enclosed "Acknowledgement of Receipt of Addenda" form and submitting it along with your firm's technical proposal. All other specifications, terms and conditions of this solicitation not expressly amended by the responses in this Addendum remain as originally stated.

The following questions were submitted for a response:

Q1. If China is a priority market, do you require a tailored strategy to reach prospective Chinese students?

Yes, the University requires a targeted strategy in terms of using appropriate channels for effective reach, being aware of how students search for U.S. universities, and taking language and other cultural norms into account.

Q2. What CRM system do you currently use?

The graduate programs use Target X on top of Salesforce. The undergraduate office does not yet have a CRM.

Q3. What is the approximate budget per annum for the digital marketing activity? If this is not yet determined, what have you spent in the previous fiscal year on digital marketing/recruitment efforts?

We have not yet determined the budget, and since these are new initiatives, past years would not provide reliable guidance.

Q4. Is there an incumbent agency currently managing this requirement and if so, who is it?

This is a new initiative, so there is not an incumbent agency.

Q5. Is this work to promote specific priority programs in market, or is it to promote the institution as a whole?

The University expects this work to do both types of promotion and anticipates the selected Consultant to provide advice as to the best approach.

Q6. If you want to promote specific programs, what are your current top programs (both Undergraduate and Graduate)?

The current top programs based on current enrollment are as follows (in descending order):

Undergraduate: computer science/electrical engineering, biological sciences, information systems, psychology, economics

Graduate (master's & Ph.D.): computer science/electrical engineering, information systems, education, psychology, public policy

Q7. Do you have any priority programs you would like to increase numbers to (both Undergraduate and Graduate)?

The following priority programs are currently identified as follows:

Undergraduate: geography and environmental systems, history, media and communications studies, philosophy, political science, sociology, anthropology & health administration and policy, aging studies

Graduate (master's): public policy, cybersecurity, data sciences, aging studies, biotechnology, health information technology, instructional systems development

Q8. The contract is to be issued for a period of one year from the date of award, however the project schedule says all projects are intended to be completed by June 30, 2019. Does all activity including research, digital advertising and post-campaign analysis/reports need to be delivered by June 30, 2019? Please clarify.

All project activity as stated in the solicitation is required to be completed by June 30, 2019. Additional time has been provided in the contract term to allow for a contract vehicle in case any additional projects are identified as a result of the initial project.

Q9. Is there a preference towards agencies based in the State of Maryland?

There is not a preference for a Maryland located agency for this solicitation.

Q10. Who do you see as your main competitor institutions?

Undergraduate: University of Maryland, College Park; Towson University; University of Delaware; Penn State; George Mason University; Virginia Tech

Graduate (master's)—tends to vary by program but for overall: University of Maryland, College Park; Towson University; University of Maryland, University College

Q11. Can you please share what the anticipated estimated budget, or budget range, is for this initiative? Does the budget include implementation costs or is it simply meant for consultation? And what type of pricing structure do you want to be presented as a firm's cost for specific services (ex: fees for services that may be needed, media costs, campaign costs).

As provided above, a budget has not yet been determined for this initiative. Price proposals are not to be submitted at this time. The pricing structure will be provided to firms that proceed to the pricing stage of the solicitation process.

Q12. What does success look like? What are the goals? What metrics will be most useful for you to determine a successful partnership?

Please refer to the goals provided in the applicable “Goals for the Project” section of the solicitation document.

Q13. Does the consultant need to be located in Maryland? Will there be a need for in person meetings? Do in-state firms have an advantage over out-of-state firms?

As stated above, the selected firm is not required to be located in Maryland, nor will a preference be provided to Maryland firms. Refer to the “Work to be Performed” section of the solicitation document for the required frequency and location of meetings.

Q14. What is the historical annual level of spending on digital media advertising? If so, do you have it broken down into media spend, creative development, research?

To date, the University has not utilized a significant amount of resources on digital advertising for undergraduate marketing. This is an area of immediate focus, which is why the request for execution capacity has been included in this solicitation.

Q15. Are you currently working with a digital marketing agency? Are there any digital marketing components or campaigns that you are currently running? What are they? What is the media mix and spend?

The University is not currently working with a digital marketing agency.

Q16. When did you all last update your brand guidelines?

The University is in the final stages of an 18-month comprehensive branding initiative, which will be rolled out to the campus and the public in the end of winter/early spring. However, some of the new messaging has already been incorporated into recruitment materials.

Q17. What feeder high schools or businesses do you draw from? What size is your current inquiry pool? What is your applicant pool list size?

Most of the University’s feeder high schools are located in Baltimore and Montgomery Counties. Typically, we purchase 85,000 high school sophomore and junior names from the College Board for students with strong academic profiles from our geographic recruitment territory, which runs from North Carolina to Connecticut.

Q18. In addition to the advertising campaign are you looking for recruitment communications to include collateral pieces, video, email?

This is not something the University is actively seeking; however, this may be considered if the selected firm provides a compelling case in the campaign plan recommendation.

Q19. With regards to Item #1 and #2 listed in the “Work to be Performed Section,” – “Open several new markets for out-of-state recruitment” and “Provide digital marketing support to ongoing recruitment and yield efforts”:

- a. *Is UMBC looking for full-service programmatic support (i.e. a firm to develop and execute student search and enrollment marketing campaigns) or simply front-end consultative support to inform in-house recruitment efforts?*

The University desires full service programmatic support to open new markets and only digital marketing support execution to expand capacity for already established efforts.

- b. *Is UMBC only looking for digital marketing support? If our proposed solution includes email and direct mail campaigns, will UMBC be open to a multi-channel approach managed by the selected vendor? (with the option to leverage UMBC-provided creative)*

The University is willing to consider other channels if the selected firm provides a compelling case in the campaign plan recommendation. The University is very interested in consultative support on list-buying strategies as a means to expand our inquiry pool. Additionally, the University is interested in using in-house creative, in consultation with the selected firm as appropriate.

- c. *Can you confirm that domestic undergraduate student recruitment is the primary focus of these two projects? Should our proposed solution also address domestic graduate student recruitment?*

This portion is only for undergraduate, not graduate, recruitment.

Q20. With regards to Item #3 listed in the “Work to be Performed Section,” – “Provide marketing support to recruit international students”:

- a. *Is UMBC looking for full-service programmatic support or simply front-end consultative support to inform in-house recruitment efforts?*

Full-service support to recruit international undergraduate and graduate students as the University has limited in-house capacity.

- b. *What are UMBC’s specific goals and aspirations with regards to international graduate student recruitment?*

A proportion of the University’s current master’s and doctoral students are from China and India. While the University is interested in continuing to reach those countries, we would also like to expand the portfolio of geographic regions. The University is also interested in promoting some specific master’s programs to international students.

Enclosure: Acknowledgement of Receipt of Addenda Form

END OF ADDENDUM #1, DATED 11/20/18

RFP NO.: BC-21120-M

RFP FOR: UMBC Enrollment Marketing Consultant

TECHNICAL PROPOSAL DUE DATE: TUESDAY, NOVEMBER 27, 2018 on or before
11:59 P.M. EST.

NAME OF PROPOSER: _____

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA

The undersigned, hereby acknowledges the receipt of the following addenda:

Addendum No. <u> 1 </u>	dated <u> 11/20/18 </u>
Addendum No. <u> ___ </u>	dated <u> _____ </u>
Addendum No. <u> ___ </u>	dated <u> _____ </u>
Addendum No. <u> ___ </u>	dated <u> _____ </u>
Addendum No. <u> ___ </u>	dated <u> _____ </u>

As stated in this Addendum, this form is to be returned with your Technical Proposal.

Signature

Printed Name

Title

Date