TEXAS A&M UNIVERSITY-CORPUS CHRISTI
PURCHASING DEPARTMENT 6300 OCEAN DRIVE
CORPUS CHRISTI, TX 78412

RFP Number:
RFP24-4558

Marketing and Recruitment of Select Online Undergraduate and Graduate Programs

Addendum # 1

1. Can the University clarify if the enrollments in the table on page 5 represent total or new annual enrollments?
   The data at the top of page 5 represents the total number of NEW annual enrollment at this time and then what our goal for NEW annual enrollment would be in 3 years of working with a vendor.

2. Can the University clarify "Current Yearly Enrollment"? Is this an average over a certain number of years or is it representative of a specific point in time?
   The data at the top of page 5 represents the total number of NEW annual enrollment at this time and then what our goal for NEW annual enrollment would be in 3 years of working with a vendor.

   a. If the former, can the University specify the timeframe (e.g., last three academic years)?

   a. If the latter, can the University specify the point in time (e.g., Spring 2024)?
   Most current academic year.

3. Can the University further clarify the 3-Yr Enrollment Goal? Is this a cumulative enrollment target across the partnership term or the enrollment goal for the third year of the partnership (and, per Q1, is this total enrollments or new annual enrollments)?
   The data at the top of page 5 represents the total number of NEW annual enrollment at this time and then what our goal for NEW annual enrollment would be in 3 years of working with a vendor.

4. Does the University currently work with a vendor to provide services for some or all of these programs?
   NO

   a. If so, why is the University issuing an RFP?

   a. If so, is the incumbent vendor invited to respond to the RFP?

5. How many starts per year do each of the programs have?
    Please see www.tamucc.edu to learn this information. We are open to increasing the number of starts per year if enrollment pointed to that being a wise move.

6. Can the University confirm it seeks a fee-for service arrangement with the selected vendor?
    Yes. We are also interested in understanding revenue share models if that is an option.

7. What is the University's annual and total budget for this project?
    We will set budget in partnership with the selected vendor.

8. What will be the first vendor-supported start term for each of the programs (e.g., Spring 2025, Fall 2025)?
    Ideally Spring 2025 although we recognize that those will be early days of the partnership.

9. What are the in-state and out-of-state rates for each of the programs? (per credit rate)
    Please see https://www.tamucc.edu/finance-and-administration/financial-services/business-office/tuition-and-fees/charts-tuition-fees/index.php for more information on undergraduate and graduate costs.

10. Do the undergraduate programs accept transfer credits?
    Yes

    a. If so, what is the maximum number of credits a student can transfer in?
        Please see University website

    a. If so, what is the typical total credit load taken at the University?
        15

11. What is the typical program duration for each of the programs?
    Please see www.tamucc.edu for information on each program.

12. The University mentions potential additional programs during the partnership. Can the University elaborate on the number, degree level, field of study, and anticipated timeline for these additional programs?

    Additional programs are a POSSIBILITY, at this time no decisions have been made and will be influenced by the success of the initial partnership.

13. Does the University require any instructional design services?
    NO

14. Does the University require any student support/retention services?
    It would be helpful to know if this was available and the cost. At this point we are focused primarily on marketing and recruitment but understand the importance of retention efforts in growing enrollment.

15. Can the University share a copy of the excel template that is included as a screenshot on page 23?
    Send your request for excel template to buyers@tamucc.edu, and will email you the actual template.

16. Is Texas A&M University-Corpus Christi seeking a revenue-share partnership or a fee-for-service partnership? **We would be interested in considering both as a part of the submitted costs if the vendor is open to either.**

    a. If fee-for-service, is there an annual marketing and enrollment budget (or range) that has been allocated for hitting the 3-year enrollment goal of 945 new students? **Budget will be set in partnership with the vendor.**

17. Could you provide the following historical information (last 3 years)? **Not available**

    a. Annual student inquiries

    b. Annual student applications

    c. Annual starts **See chart at top of page 5**

    d. Annual marketing spend

    e. Annual enrollment (or admissions) expense

18. In looking at the full portfolio of online programs, it appears that some of the programs are being managed by an existing OPM. Are you looking for another OPM? **None of the programs listed as part of the RFP are being managed by an OPM although TAMU-CC does partner with an OPM on select offerings.**

19. Are there enrollment caps for any of the identified programs? **NO**

20. Please share the fee structure for each of the respective courses?
    Please see https://www.tamucc.edu/finance-and-administration/financial-services/business-office/tuition-and-fees/charts-tuition-fees/index.php for more

21. Please share all internal tools such as CRM, Admissions management solution or Internet software system used by Corpus Christi campus? **TAMU-CC utilizes Salesforce (Target X) as our CRM and Banner as our SIS.**

22. What are the regular channels for communicating with the existing students and new students? **Primarily email although students can opt in to text messaging as well.**

23. What are the stages in the admission process? For example - Lead -> Qualification -> Offer -> Fee Deposit, or is there a mandatory interview stage, etc.
    Generally speaking these programs do not require an interview. Please see www.tamucc.edu for more information.

24. Are the admission stages the same for all the programs or do they differ for a generalized vs a specialized program? For example - are the admission stages the same for BBA and FNP/Psychology? **Admission stages are similar for the majority of programs although the undergraduate offerings have a more streamlined decision making approach.**

25. What are the historical conversions for each of the programs by admission stage?
    Information not available.

26. Students are required to pass through the qualifying criteria for which programs? For example - an FNP might require a student background with medical/nursing-related subjects whereas a BBA might not.
Please review the requirements for each program at www.tamucc.edu

27. The RFP to be submitted within the *AggieBid* procurement portal instead of the original/pen drive submission outlined within the RFP. Please confirm.
RFP response submitted is to be done through AggieBid, Jaggaer.

28. Please share the pricing template which is discussed as a screenshot within Section 7 – Pricing & Delivery Schedule – Page 23 from the RFP document.
Send you request for excel template to buyers@tamucc.edu, and will email you the actual template.

29. The lead volumes have been provided for 3 quarters (Spring/Summer/Fall). Please provide the lead volumes for the 4th Quarter/annual pattern as well.
 Lead volume is not provided and is not available.

30. Please provide the projected number of leads per agent per day for the 4th quarter?
Lead volume is not provided and is not available.

31. Considering the requirement for each counselor to provide counseling for 2 years to the same group of students, how should we handle counselors who will be managing a new group of enrolling students from Summer 2026 to Fall 2027, whose volumes are expected to be handled after the contract term? For example, in July 2026, we would have three counselors for 335 enrollments. These counselors would need to call them twice each month for two years until June 2028. Since our contract states that it is until Dec 2027, how should we proceed with counselors assisting post- Dec 2027? Please provide clarification. **Question is not based on TAMUCC RFP.**

32. Are there any mandates for having a counsellor being productive for only 4 hours a day?
Question is not based on TAMUCC RFP

33. How should we calculate the occupancy of the agents during the Fall period, considering that we'll have volumes from Summer and Spring rolling over as part of the productive volumes?
Question is not based on TAMUCC RFP

34. Are there any thresholds for paid and unpaid shrinkages for the demography's that the contract is expected to be serviced from?
Question is not based on TAMUCC RFP

35. Section 1.2 (page 3) - please confirm the expected contract term is 3 years with a 1 year renewal option, as opposed to 1 year with the option to renew on annual basis (per the Contract language found on page 12, Section 2).
The contract attached to RFP is just a sample. We would like to have a three (3) year with two (2) one (1) year renewal, for a total of 5 years.

36. Section 2.2 (page 4)- please confirm if vendor will be responsible for both online and residential marketing and recruitment efforts for the 6 graduate level programs listed on page 4 of the RFP or if the scope will be limited to online and hybrid programs only. **Online and Hybrid Programs only**

a. If recruitment for residential is desired, please elaborate on your expectations in terms of how far through the process you would like the partner to support the student, E.g., from inquiry to application, inquiry to application submitted, etc.

37 Section 2.2 (page 4) - please confirm the MSN program included on the program list includes both the Nurse Educator and Leadership in Nursing Systems concentrations.
 YES

38. Section 2.2a (page 5): please elaborate on your expectations in terms of employer-based alliances.
At this point we are open to direction from our selected vendor partner.

a. Is the vendor to provide a b2b marketing strategy?

b. Is the vendor to provide a b2b2c marketing strategy?

c. Does the University have any existing employer-based alliances? Would managing those existing relationships fall into the vendor's scope as well, or would the focus be on establishing new corporate relationships? **Focus on new relationships**

39. Section 2.2b (page 5) - Technical Help Desk - Can you elaborate on the requirement for a technical help desk? Is this expected to be for help in terms of technology services the university offers and/or online application portal access/troubleshooting? What "help" is expected?
Online application support.

40. Section 3.3(a) (page 7) - Please confirm if it is required for vendor's RFP response to be physically mailed on a USB drive as well as uploaded digitally to the AggieBid site (per Section 3.7 on page 10)?
RFP responses are to be digitally uploaded into AggieBid, Jaggaer.

41. It looks like all the programs under this RFP are online or moving online. Is this the primary URL of focus https://www.tamucc.edu/)? I see this too: https://online.tamucc.edu/, but that looks specific to Grad Business programs. **www.tamucc.edu is correct**

a. Online BBA: https://www.tamucc.edu/programs/undergraduate-programs/business-administration-online.php

b. Online MS Nursing: https://www.tamucc.edu/programs/graduate-programs/nursing-msn.php

42. Section 2.2a (page 5) - please share any website goals and key metrics from performance perspective.
We will be establishing goals in partnership with our selected vendor.

43. Please share any details around target audience(s). For example, RFP calls out that TAMUCC is a Hispanic Serving Institution. Are there any other major target audiences?
While not a requirement (for most programs) we anticipate most students involved in these programs will be in the State of Texas

44. How is TAMUCC's website managed? Centrally by one team, or spread across multiple teams?
Much of the site is centrally managed.

45. Is development done in-house or by an outside vendor?
In house (Cascade)

46. Do they have any major upcoming web initiatives planned?
No

47. What is the current level of digital media spend for both awareness and down funnel tactics? **Information to be shared with selected vendor**

48. Could the university provide more insight into the budgetary expectations for this project to help vendors tailor their proposals more accurately in terms of scope and cost?
We will work in partnership with the selected vendor to determine budget.

49. I wanted to clarify if you are only interested in advertising services in the Corpus Christi airport?
Question is not based on TAMUCC RFP

50. Or are you interested in advertising/marketing in other major Texas DMAs?
We will rely on the marketing expertise of the selected vendor to advise where within the state we should place our marketing dollars.

- Below are Clear Channel's **<u>Airport</u>** markets

- Austin

- Corpus Christi

- El Paso

- Harlingen

- Lubbock

- McAllen

- Midland

b. Below are Clear Channel's **<u>Billboard</u>** markets:

- Dallas/Ft. Worth

- El Paso

- Houston

- San Antonio

c. Campaign: Texas A&M University-Corpus Christi

d. Flight Dates:

e. Budget:

f. Placements/Services:

  i. Search Engine Optimization
  ii. Search Engine Marketing (PPC)
  iii. Programmatic
  iv. Social Media
  v. Influencer Marketing
g. Audience Info:

h. Geotargeting:

h. KPIs:

i. MISC:

51. Confirming the due date is 12:00 am on 6/6/24. On page 9 of the RFP a different time is listed.
12:00 am, midnight, on June 6, 2024.

52. Is an electronic submission for the RFP response in Jaggaer acceptable? Or does the university require a print copy + an electronic copy on a USB drive delivered to campus?
RFP responses are to be digitally uploaded into AggieBid, Jaggaer.

53. Do you have anticipated budgets for the new programs (Psychology BA, MPH)?
We will determine budget in partnership with selected vendor

54. Do you have the historical spend or budgets by program?
Information will be shared with selected vendor.

55. What is the allocated budget for this engagement?
We will determine budget in partnership with selected vendor

56. Why has the TAMU-CC decided to release this RFP?
We are exploring the potential of partnering in an effort to accelerate our enrollment growth.

57. What have been your primary targets?
Will be shared with selected vendor.

58. What is the budget? Does it include media hard costs?
We will determine budget in partnership with selected vendor

59. What was your total budget for the last completed fiscal year for this effort/for a similar effort?
We will determine budget in partnership with selected vendor

60. Is there an incumbent vendor? Are they invited to participate in this RFP?
TAMUCC is in the RFP process to identify a partner.

61. Who is the incumbent?
   N/A

62. What is your current media mix? What was successful?
   Current efforts will be shared with selected vendor

63. What are your key performance metrics?
   Success will be determined based on new enrollment

64. How does TAMU-CC currently plan and buy media? In-house or with an agency?
   Current efforts will be shared with selected vendor

65. What has been the most successful at generating leads? What has been a failure in the past?
   Current efforts will be shared with selected vendor

66. What problems are you trying to solve for your institution?
   TAMUCC is interested in enrollment growth in these program areas.

67. What's the monthly lead volume you plan to outsource and how much will it vary?
   All lead volume for these programs will be handled by vendor partner.

68. When is the best time to contact your prospective students? **We would anticipate the selected vendor to develop insight into this question.**

69. What is the right outreach channel and cadence for your leads?
   We would anticipate the selected vendor to develop insight into this question.

70. How much of the student experience do you want the call center to be responsible for?
   We would anticipate the vast majority to be handled at the call center.

71. What will collaboration between the call center and your admissions team look like?
   We will determine this based on the selected vendor.

72. What is the historic volume of calls/inquiries for the call center?
   TAMUCC does not currently utilize a call center.

73. What are the DMAs you want to reach for the selected programs?
   We are open to suggestions from the selected vendor although we do know that the vast majority of our enrollment comes from within the state of Texas.

74. Are you limited to certain DMAs or excluded from certain DMAs where there are other TAMU universities?
   No

75. What has been the historical budget for these services in the past?
   We will determine future budget in partnership with selected vendor.

76. We have a habitual partnership with a company that would be part of our team on this RFP. They are a HUBZone, SBA 8(a), and MBE, but they are not based or certified in Texas. Would we be disqualified if we do not use a Texas HubZone subcontractor?
   You will not be disqualified, however you must prove good faith efforts that you tried to recruit HUB vendor as per "Attachment B" of the Hub Subcontractor Plan, HSP.

77. Sections 3.3 and 3.6 read that proposals must be received by 2:00pm CDT via mail or hand delivered, but 3.7 also references AggieBid as a delivery method. Please clarify if you will accept proposals submitted through the AggieBid portal.
RFP responses are to be digitally uploaded into AggieBid, Jaggaer. Due 12:00 am, midnight June 6, 2024.

78. Is there an estimated annual budget for this contract? How is this broken down from media, fee and production?
Budget for this contract will be determined and finalized based on selected vendor.

79. Can you share past campaign plans or information on the target audience?
Not at this time

80. Is TAMU-CC looking to exceed the goals set by the state for HUB subcontracting requirements?
We always strive to exceed the State HUB subcontracting requirements.

81. Is there an existing content strategy for all marketing efforts? Can we see it?
No, not at this time

82. What are your primary KPIs?
Success will primarily be measured based on enrollment growth

83. What's your competitive set?
It varies by program but typically other online offerings of this type within the state.

84. How does the larger A&M brand fit within this initiative?
Not applicable at this time.

85. How many webinar/ FB live events are planned per month? Is TAMU-CC planning those events or do they need PR assistance for planning? Does this call center need to be on campus or is virtual acceptable?
What type of marketing events/channels/placement will all be discussed in the partnership with the selected vendor. TAMU-CC will rely on the expertise that the selected vendor brings in the area of marketing related events. Call Center can be virtual.

86. Our enrollment services typically serve students through graduation and include retention services as a best practice. Does TAMU plan to include retention services as part of this project?
Enrollment services to the point of enrollment is the foundational level of support TAMU-CC is looking for. We would however be interested in the costs associated with retention services to graduation as well.

87. Regarding TAMU's presented enrollment goals (p. 5, Section 2.2), we want to clarify that goal enrollment figures refer to active student enrollments and not new student enrollments. Would it be possible to share new-student enrollment goals?
The goals that are listed are the number of new students we are hoping to gain in each program at the 3rd year of this engagement. The numbers listed as "current" are the number of new students at this point in time.

88. We understand TAMU's goal is "to partner with a Contractor to provide marketing and recruitment services for students for select undergraduate online programs and graduate online and residential programs" (p. 4, Section 2.2). We would like to clarify the meaning of "residential programs": Does this refer to hybrid programs, campus-based ground programs, or both?
At this point hybrid programming would be the one "residential" program. We do not anticipate campus-based programs at this point but wanted to leave the door open. If you look at the program list it heavily tipped toward fully online programs.

89. Would TAMU accept a revenue-share pricing model (with alternate suggested contract term) in addition to or in place of a fee-for-service model?
Yes-We would be interested in at least considering a revenue sharing model but would also like to see fee-for-service.