

# RFP 2018-06 Adult Learner Enrollment Growth Bidder Conference Call

March 21, 2018

331 Lafayette, room 307 from 4 - 4:45 pm.

Dial: 1.877.985.3766

Participant passcode: 2211918

## Salem State Participants

Corey Cronin, Assistant Vice President, Marketing and Creative Services

Bonnie Galinski, Assistant Vice President for Enrollment Management

Scott James, Executive Vice President

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Krista Ortolani, Purchasing Assistant

## Bidder Participants

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## Overview

Some of the firms submitted questions in advance. We'll now respond to each of those questions. When we get to the end, we'll open up the call firm by firm to follow-up or new questions until we reach the end of the meeting.

## Participant Advance Questions

**EAB Global, Inc.**

No questions submitted in advance

**Educational Marketing Group**

No questions submitted in advance

**EPS Communications**

Question 1:

Are there undergraduate programs for adult degree completers that the University does not wish to market (due to capacity issues, program evaluation, etc.)?

There are certain evening bachelor's degree programs such as nursing and social work that are very popular and therefore have fewer seats available but a more targeted approach to recruiting students for all of our completer programs is needed. We have not been in the marketplace in a significant way for a few years.

Question 2:

The RFP seeks "the highest in the industry rates of student response" - is the University aware of benchmark data for these rates and if so, could this be shared on the call?

This text basically highlights the university's need to have a strong ROI from this campaign. We believe that a strong response rate should equal or exceed that traditional undergraduate rate of 5%.

Question 3:

Does the university have a fixed budget for marketing or will it follow the recommendations of the selected vendor to achieve the desired enrollments?

We are seeking budget recommendations in order to achieve a strong ROI and enrollment goals. A detailed budget proposal for each component of the outreach is recommended.

Question 4:

Will the contract period begin July 1, 2018?

A June/July 2018 start date is desired.

Question 5:

Is there a minimum amount of liability coverage required for the cyber insurance?

\$1,000,000

## **Redhead Media**

Question 1:

Is the University currently utilizing TargetX within any of the internal departments. If yes, what is the timeline and integration with other platforms?

The enrollment management area is the primary user of TargetX on the Salesforce platform and a limited number of other departments have access to it.

Question 2:

Do you have dedicated staff who will be managing the communication plan within the CRM, including set-up, maintenance and content developments? Or is the agency responsible for this?

It all depends on the agencies capabilities and budget request. Although we will have staff involved in drafting communications and developing the sequence, and can provide limited technical support, the firm will hopefully be taking the lead on building and managing the communications. We have limited internal resources and feel we need to augment our team through this RFP to reach our goals.

Question 3:

Will TargetX be utilized for all email marketing/automation/CRM workflows or do you plan to

continue utilizing multiple providers (Constant Contact, Eventbrite). If transitioning all to TargetX, will that be handled in-house or will the agency manage the transition?

We are using TargetX for email marketing, automation, etc. and plan on continuing to use this one platform on campus rather multiple systems.

Question 4:

Will TargetX CRM maintain all contact records or do you anticipate a need for a separate database to store contact records and transactions? Does an internal database, separate from TargetX currently exist?

Currently, the vendor manages records and then sends the files to Salem State for uploading. There is not a separate database. See additional requirements for more information.

Question 5:

In regard to digital media and social media placements, what is your geographic footprint to reach prospective students; local, national and international?

Salem State's geographic footprint is primarily regional 30-50 miles from campus but we do have students from other parts of the country and about six percent of our population are international.

## **Ruffalo Noel Levitz**

Question 1:

What models are Salem State interested in? Inquiry to enroll models? Others?

We need to increase the adult learner inquiry and matriculation pools.

So, yes, it is an all-encompassing project. We feel that with these populations taking a close look at the profile of current students will help us define and better recruit future students.

Besides a few selected programs, there is room to grow part-time undergraduate and graduate enrollments.

Question 2:

What are the current enrollment counts for Salem State? For adults, transfers, graduate students? How many students are online vs on-campus?

**ALL UNIVERSITY HEADCOUNT**

**FALL 2013- 2017**

	2013	2014	2015	2016	2017
University Total	9,301	9,267	9,215	9,001	8,702
Undergraduate Total	7,664	7,600	7,499	7,346	7,110
Graduate Total	1,637	1,667	1,716	1,655	1,592
Degree Seeking	8,484	8,627	8,575	8,454	8,187
Non-degree Seeking	817	640	640	547	515
Full Time	6,194	6,287	6,371	6,353	6,333
Undergraduate	5,834	5,905	5,919	5,864	5,792
Graduate	360	382	452	489	541
Part Time	3,107	2,980	2,844	2,648	2,369
Undergraduate	1,830	1,695	1,580	1,482	1,318
Graduate	1,277	1,285	1,264	1,166	1,051
Undergraduate					
Degree Seeking Undergraduate	7,134	7,180	7,091	7,016	6,776
Full Time Undergraduate	5,752	5,843	5,858	5,828	5,776
Part Time Undergraduate	1,382	1,337	1,233	1,188	1,000
Non-Degree Seeking Undergraduate	530	420	408	330	334
Graduate					
Degree Seeking Graduate	1,350	1,447	1,484	1,438	1,411
Full Time Graduate	344	366	432	478	535
Part Time Graduate	1,006	1,081	1,052	960	876
Non-Degree Seeking Graduate	287	220	232	217	181

Question 3:

What are Salem State's Full-Time / Part-time enrollment goals?

We want to increase enrollments by 1,000 students during the next five years.

Question 4:

Does the university have multiple term start dates?

Yes, fall and spring.

Question 5:

Undergraduate / Graduate behaviors may dictate two different models, is that acceptable to the university?

Two different models are acceptable for the adult learner—part-time undergraduate and graduate—populations but we do expect there to be some crossover in regard to resources and strategies.

## Additional Questions

Question 1:

The RFP refers to the importance of predictive analytics, which the awarded agency will be using to make sure you are getting the return you seek. That being the case, are you

willing to let the awarded agency look at your enrollment data from the past 3-5 years in order to make valuable projections to you going forward?

Yes, we would absolutely be willing to provide that information upon request.

Question 2:

Would you entertain partnering with a firm that could offer some of these services, but not the whole?

Yes, we would entertain that.

Question 3:

Can you list some of the core competitors in your market that you are losing students to or geographically working against?

Merrimack College, Endicott College, UMASS Lowell, places that are immediately adjacent to us and around the Northshore. Institutions in the Boston area as well, but not as much given the geography. In the graduate area, our competitors change based on the program the prospective student is seeking.

Question 4:

When do you anticipate releasing the minutes for the addendum?

We will have them available on both the Salem State and Commbuys website by Friday, March 23, 2018 at the end of the day the latest.

## Closing

Responses must be received on or before Wednesday, March 28, 2018 by 3 pm to Evelyn Wilson at [ewilson@salemstate.edu](mailto:ewilson@salemstate.edu).

If you have further questions, please email them to me at [ccronin@salemstate.edu](mailto:ccronin@salemstate.edu). Responses will be published as an appendix to the RFP so please check that site regularly until March 28 (<https://records.salemstate.edu/node/491>).

Thank you for participating in our adult learner enrollment growth RFP process.