

Q9464
Addendum #1
Vendor Questions

Please review the following questions and clarifications:

1. What is the expected budget for this project?
Over the last three years, UNI has spent between \$350,000 to \$500,000 annually on digital advertising.
2. Who is the incumbent agency if there is one?
We are currently partnering with Happy Medium.
3. If there is an agency who you have worked with for last year, how satisfied were you with their results?
We are satisfied with the results so far, but we know there is always room for improvement.
4. Is there a preference for in-state bidders?
See Section 1.12
5. Is there any requirement for the vendor to be on site?
No.
6. How many vendors will be awarded?
See Section 1.7
7. Is there a pre proposal conference and if so, is it mandatory?
There is no pre proposal conference scheduled at this time.
8. I did not see a budget listed. Is it possible for you to provide me with the budget?
Over the last three years, UNI has spent between \$350,000 to \$500,000 annually on digital advertising.
9. Do you see competitive issues with any of the 3 schools we currently do business?
We have engaged with companies that work with other higher ed institutions and other companies where we are the only higher ed client. As long as the work is kept confidential between clients, it should not be a problem.
10. We do not have any business insurance. We are small and have had no need in the 20 years of doing business. While we sign NDA's, we do not sign any legal documents and have no liability. Is that an issue?
Please list as an exception on Attachment A.

11. We do not pay media invoices as we do not include any agency fees on top of the net price of the media. All media invoices come direct from the media, once we purchase it for you, to you and you pay them direct. Is this an issue? We do send invoices for our time direct to you.

No, the invoicing is not an issue.

12. Item 4.6 - we rely on our digital partners to guarantee all security. In 20 years we have had no issue with it. We do not subscribe to any technology other than a trafficking tool called Sizmek. Is this a deal breaker?

Security requirements are not flexible at this time. You may list this as an exception on Attachment A.

13. You are requesting "proposed spending". This can not be done unless we have overall goals/objectives along with some basic detail on target audiences and geography you want to reach; past spending would also be appreciated.

Over the last three years, UNI has spent between \$350,000 to \$500,000 annually on digital advertising.

14. Please outline the current status of the overall UNI brand? How has COVID-19 impacted admissions, recruitment, and enrollment at UNI?

We need to grow enrollment. UNI rolled out a new brand on February 9, 2021.

15. What is UNI's media budget for recruitment advertising?

Over the last three years, UNI has spent between \$350,000 to \$500,000 annually on digital advertising.

16. Will UNI share the results of previous paid media campaigns to determine what channels performed well and which ones did not?

We will share appropriate information with the chosen vendor.

17. What recruitment markets (geographically) would be targeted in the campaign?

The largest focus will be within 200 miles of Cedar Falls, IA.

18. Has any market research been done in the past? If so would the agency have access to it as part of this project?

Market research was done in 2018-19. Newer data is available regarding our current recruitment efforts.

19. Does UNI currently do any kind of competitive intelligence or tracking of ads from peer institutions?

Not currently.

20. Which CRM system is currently being used?

Salesforce.

21. Will the agency have access to the client's CRM for either look-a-like targeting or accepted students targeting during Yield?
No, but data can be provided if needed.
22. Will UNI be providing any additional lists to be used during these campaigns - i.e., feeder high school lists, SAT, GMAT, etc.?
Data can be provided if needed.
23. The RFP provides Evaluation Criteria – can you please outline division or weights for each criteria listed?
No
24. What prompted the release of this RFP? Is there an incumbent agency and if so, are you open to working with that agency again? Are there specific goals or priorities in your selection of a partner through this RFP?
The RFP process is standard for state institutions to ensure we are being fiscally responsible. There is an incumbent agency that may apply. Increasing enrollment is the largest goal for this RFP.
25. As we prepare preliminary strategic recommendations, can you provide your typical target markets for digital campaigns and your approximate annual media spend?
Over the last three years, UNI has spent between \$350,000 to \$500,000 annually on digital advertising. We typically target a 200 mile radius from campus.
26. Should we include a response to Scope of Work? If so, where would you like to see it within the response?
You could put your itemized scope of work with the Fees section.
27. Are there any challenges or goals that you are prioritizing to overcome/achieve with this contract?
Our goal is to increase enrollment.
28. Are you unhappy with any elements within your current strategy/execution?
We are continuously making optimizations for elements that aren't performing.
29. What value or benefits are most important in an agency partner?
Finding a partner for discussing strategy and someone who is extremely detail oriented with our multilevel campaigns.
30. Is the selected Company required to use UNI's Google Ads account? Typically, we use our own and then link to the client's Google Analytics account (so all data flows into it). If the selected Company is required to use UNI's Google Ads account, then UNI would be

responsible for the ad spend on its own credit card. Please confirm whether the selected Company Google Ads account would be acceptable or if using UNI's is required.
We will be using the UNI Google Ads account moving forward.

31. What is the intended ad spend for the July 1, 2021 – June 30, 2022 timeframe?
Over the last three years, UNI has spent between \$350,000 to \$500,000 annually on digital advertising. Final university budget allocations for the next fiscal year have not been made.
32. 3.1.5, 3.1.6, and 3.1.7: Along with regular in-person meetings, are online video conferencing meetings to review reports, analytics, budget updates, etc. acceptable?
Yes.
33. 3.1.8: Will the chosen firm be required to create and provide any designed or produced assets, or will they all be made by UNI with the chosen firm's guidance?
UNI will create the assets, but please provide pricing if creative services are needed.
34. Is there an incumbent marketing firm, and if so, who is the incumbent and is there a preference for them to be awarded this RFP?
Yes, there is an incumbent that may choose to bid on the RFP. Our current partner is Happy Medium. There is no preference given to the incumbent.
35. What was the annual spend from UNI on digital marketing tactics in the previous year? Do you expect that to increase in the current year?
Over the last three years, UNI has spent between \$350,000 to \$500,000 annually on digital advertising. Final university budget allocations for the next fiscal year have not been made.
36. Is there an incumbent for your digital marketing or is this a new initiative?
There is an incumbent.
37. Can you provide clarity on expectations for annual budget, CTR and ROI?
Over the last three years, UNI has spent between \$350,000 to \$500,000 annually on digital advertising. Final university budget allocations for the next fiscal year have not been made. CTR and ROI will be discussed with the selected winner.
38. What is the estimated budget and is there a preferred budget breakout by Media Mix?
Over the last three years, UNI has spent between \$350,000 to \$500,000 annually on digital advertising. Final university budget allocations for the next fiscal year have not been made. Media mix recommendations should come from selected vendor.
39. What are the KPIs and measures of success for this Marketing campaign?

RFI forms, applications, admits and enrollment numbers. We also need to see impressions and CTR.

40. What is the geographic target? Will it be surrounding states or other specific colleges, etc?

The largest focus will be within 200 miles of Cedar Falls, IA.

41. Is there a CRM list for prospective students?

Yes.

42. Who are primary competitors?

Iowa, Iowa State, Wartburg, Hawkeye CC, DMACC

43. What are the next steps and timing for the RFP after the proposal is submitted by April 14th?

UNI will review the responses and determine what is needed to select a vendor: presentations, meetings, negotiations, etc..

44. Is there a preferred pricing structure for the Fees? (hourly, commission-based, etc?)

No preference, but everything must be included in the fees.

45. What specific information is needed as part of the privacy compliance verification?

Not sure what this is in regards to.

46. What is the conversion goal for targeting UNI alumni with digital media?

Those campaigns don't happen often, but could include brand awareness or some fundraising elements.

47. Is there anything specific digital media tactic that you are interested in testing in FY'22?

We are open to new ideas, but nothing specific.

48. Will the traditional media plan be provided to the selected company along with the current media mix?

We will share information with the selected vendor.

49. Is this digital media work currently being performed internally or is there an incumbent agency?
There is an incumbent agency.
50. If there is an incumbent, are they participating in this RFP?
Yes, there is an incumbent that may choose to participate.
51. Can you provide a breakdown of noted KPIs by geo, i.e., rough percentage of applications, admits, RFI submissions, and visit day sign-ups by state?
This will be provided to the winning vendor.
52. Are there specific applications, admits, RFI submissions, and visit day sign-up targets or goals?
This will be discussed with the winning vendor.
53. Are there peak seasons for admissions/applications/visit day sign-ups etc?
Typically, the majority of applications come in the fall.
54. Is there a target budget allocation for this term that you can share to meet KPI goals?
Over the last three years, UNI has spent between \$350,000 to \$500,000 annually on digital advertising. Final university budget allocations for the next fiscal year have not been made.
55. If you cannot provide a budget for the upcoming year term, can you share the average budget for the prior three years?
Over the last three years, UNI has spent between \$350,000 to \$500,000 annually on digital advertising. Final university budget allocations for the next fiscal year have not been made.
56. Is this geared towards on-campus classes or online?
The focus will be in-person learning, but online class advertising will likely occur.
57. Are there specific majors that they deem more important?
We have buckets of programs that we will focus on next year.
58. Are there specific majors they want to focus on or all?
We have buckets of programs that we will focus on next year.
59. Does this pertain to undergrad and grad student prospects?
The focus is undergrad, but we will work with Continuing and Distance Education and the Graduate College.
60. Are they able to share any analytics or insights?

Not at this time.

61. What weight or extra consideration will be given to Iowa-based Advertising Agencies mentioned in Section 1.12?

Unknown

62. What is the target media budget for this engagement?

Over the last three years, UNI has spent between \$350,000 to \$500,000 annually on digital advertising. Final university budget allocations for the next fiscal year have not been made.

63. What is the target services budget for this engagement?

Over the last three years, UNI has spent between \$350,000 to \$500,000 annually on digital advertising. Final university budget allocations for the next fiscal year have not been made.

64. Will the selected agency partner provide design and production services for campaign assets? (media, banners, emails, etc) If yes, should the agency partner propose a specific budget for the creation of digital campaign assets?

UNI will provide creative assets, but company can share pricing in case help is needed.

65. Will the client or agency provide copywriting services?

Not at this time, but company can share pricing in case help is needed.

66. What is the current conversion rate from lead to enrolled student? Does it vary significantly by lead source?

This will be addressed with selected agency.

67. Should media planning, buying, and ongoing media management be part of this proposal?

Yes.

68. What is the current marketing tech stack (data systems, website integrations, CRM, etc.)

We have an in-house data warehouse and use Salesforce and Google products.

69. How many of these systems are you hoping to incorporate into your analytics reporting?

As many as possible.

70. Is there interest in a custom data insights dashboard with centralized reporting that updates daily?

Yes.

71. Is there a budget range you would like the three different tiers to be in?

Over the last three years, UNI has spent between \$350,000 to \$500,000 annually on digital advertising. Final university budget allocations for the next fiscal year have not been made.

72. What regions/areas is the University targeting?

The largest focus will be within 200 miles of Cedar Falls, IA.

73. Do you currently have an agency of record that handles all brand communications or is all marketing done in house?

We currently have an agency placing digital ads and an agency placing traditional. Everything else is done in-house.

74. Can you please clarify if this RFP is geared towards a Performance Marketing Agency as opposed to a full service Integrated Marketing Agency? The specifications outlined appear to be more Performance Marketing Centric.

Any agency is able to apply, but we would only like the services provided that are listed in the RFP.

Company has read and understands the clarifications listed throughout Addendum #1.

Authorized Signature: _____

Date: _____

*please include Addendum #1 with Company's bid response documents