

**REQUEST FOR PROPOSALS #07-12
UNIVERSITY OF SOUTHERN MAINE
ENROLLMENT/IMAGE CAMPAIGN
ADDENDUM #1**

The University has issued the following addendum:

DUE DATE CHANGE: IN ORDER TO PROVIDE RESPONDING VENDORS WITH ADEQUATE TIME THE UNIVERSITY HAS CHANGED THE DUE DATE FOR PROPOSALS FROM OCTOBER 28, 2011 TO NOVEMBER 4, 2011

QUESTIONS AND ANSWERS

This RFP is being conducted for the integrated marketing component of USM, managed by the USM Marketing Department. There are additional advertising efforts that take place at the departmental level, which are managed separately and are referenced, where appropriate, in the responses below.

Q1. Is there an incumbent agency that will also be submitting an RFP?	A1. Yes, Greater Good Marketing, Portland, ME.
Q2. What percentage of its current advertising/marketing budget does USM currently spend on media?	A2. We will be looking to the selected agency for a recommendation on media, specifically how we can most effectively target our audiences, and maximize the amount of the budget that goes toward media.
Q3. Does USM have an existing brand framework that we should be working within? If so, is there an existing USM Style Guide/Brand Guidelines document that we can review?	A3. Yes, it can be found online at http://usm.maine.edu/marketing/university-southern-maine style-and-identity-guide-0
Q4. Section 1.3.2 of the RFP refers to existing market research studies and campaign metrics that are "already available". Are these items currently available to those submitting proposals or does USM intend to make them available to the Contractor at the time the business is awarded?	A4. We will make any relevant market research studies and metrics available to the finalists selected to present to USM.
Q5. The same section mentions USM's positioning statements - would be great if we could have access to these so that we can measure any ideas we have against them to be sure we're keeping in line.	A5. Our positioning statement is: At USM, we prepare you for success in tomorrow's world. To be successful in the global economy you need an education that is more than job-training. You need an education that helps you gain the skills to adapt, learn, innovate and lead. At USM, our faculty challenges you to think critically, solve problems, and learn from your experiences both in and outside the classroom. USM offers over 115 different areas of study in our undergraduate, graduate and professional certification programs. USM incorporates experiential opportunities in the vibrant communities of central and southern Maine. Come to USM to get the knowledge and skills you need to be successful in an increasingly complex world.
Q6. What percentage of USM's current student body is considered "traditional undergraduate"	

and what percentage is considered "adult undergraduate"?
A6. Approximately 65% are Traditional Undergraduate and 35% are Adult Undergraduate.
Q7. How many people are in your prospect pool currently (graduate, adult undergraduate and undergraduate separately)?
A7. According to the recent figures, there are approximately 15,000 students graduating from Maine high schools, and 150,000 adults in our region that have some college and no degree.
Q8. What are you enrollment goals as well as future goals?
A8. Our goal is to increase enrollments in all categories of students, as noted in the RFP. Proposals will help us to make a preliminary selection based on agency qualifications and finalists will be given more specific information to help prepare for a presentation.
Q9. What are some hurdles the University faces in the enrollment process?
A9. A declining population of high school students in Maine and increasing competition for both high school graduates and the adult market. Competition is from both nonprofit and for profit higher education institutions.
Q10. How many direct mail pieces are being sent out each specifically for lead generation?
A10. This RFP covers only the integrated marketing campaigns of USM for which the USM marketing department is responsible. For these we utilize television, radio, print and online advertising. There are other marketing efforts used at departmental levels, specifically the office of Admissions, and the Professional and Continuing Education division that use Direct Mail as a vehicle for specific purposes.
Q11. How many people are you seeing respond through direct mail/e-mail campaigns?
A11. The marketing department at USM is responsible for the integrated marketing budget and this RFP. We do not presently employ e-mail marketing efforts. Our Undergraduate, Graduate and Professional and Continuing Education departments employ e-mail marketing. With regards to results, in September of 2011, the USM Marketing department created a marketing dashboard to help us collect and analyze campaign efforts going forward.
Q12. What other avenue are you using to generate leads and how many leads were generated through these other channels? (SEM, Fairs, Radio, TV, Billboard)
A12. We utilize television, radio, print and online advertising throughout the year. Our Undergraduate, Graduate and Professional and Continuing Education units employ a mix of radio, direct mail, e-mail, and print and online advertising, as well as participation in college fairs. Their marketing efforts are not part of this RFP.
Q13. Is any part of the market research available for review prior to the preparation of our submission?
A13. We will make any relevant market research studies and campaign metrics available to the finalists selected to present to USM.
Q14. In that our task will be to "evolve the existing brand strategy..." Where can we apprise ourselves of the details of this strategy? Any recommendation that involves message content or the medium of delivery could be significantly influenced by the contents this (existing) strategy.

A14. You can view aspects of our current campaign at: usm.maine.edu/connect. This specific page supports the television commercials.

Q15. Has the University identified a marketing mix or will that be the firm's responsibility?

A15. We are currently using a marketing mix of television and online advertising. We are open to incorporating other methods and welcome ideas.

Q16. Can the University provide some examples of specific online, offline and social media strategies in which it is interested?

A16. We are interested in developing an outreach strategy that effectively targets our different audiences, as noted in the RFP. In addition, it critical that the marketing mix developed is measurable; that we are able to analyze results quickly, effectively and consistently; and, based on results, that we can adapt to necessary changes expediently.



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