

**University of Maine System
Higher Education Undergraduate Recruitment Services – RFP#2017-83
ADDENDUM #01**

CLARIFICATION

Deadline for Proposal Submission is modified to May 9, 2017 at 2:00 p.m. EST.

QUESTIONS

1. Are you looking for international marketing & lead generation (promotion of your programs online to attract more students) or for a comprehensive CRM system? In the RFP, I read: “*The University of Maine System acting on behalf of the University of Maine at Presque Isle (UMPI) is seeking proposals for the provision of a comprehensive student search solution for its undergraduate programs.*” I want to be sure I understand well.

ANSWER: We are not looking for a CRM system. As for international markets, this could be a component of the RFP, one in which could be added or removed if cost allowed.

Junior and Sophomore Search

2. Are you interested in Junior Search, Sophomore Search, or BOTH?

ANSWER: Both

3. Are you interested in receiving a quote for electronic & print, or electronic ONLY?

ANSWER: Electronic and print

4. Which list vendors do you use? (e.g. ACT, College Board, NRCCUA)

ANSWER: In the past, we have used ACT, College Board, NRCCUA, and CBSS. The vast majority have been through College Board. We are open to suggestions.

5. How many names do you purchase?

ANSWER: Please refer to the RFP under 1.1.4 Specifications/Scope of Work, pgs 6-8.

6. Would you like us to provide you with an option that includes print fulfillment?

ANSWER: Yes

Senior Search

7. Are you interested in Senior Search?

ANSWER: Please refer to the RFP under 1.1.4 Specifications/Scope of Work, pgs 6-8.

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8. If so, are you interested in driving students to the Common Application, a customized application created for you, or another type of application?

ANSWER: This was in the RFP. We are looking for a customized application that can be pre-populated, but we must also offer the Common App.

9. Are you interested in receiving a quote for electronic & print (i.e. self-mailer that would encourage students to complete your app), or electronic ONLY?

ANSWER: Both

10. Which list vendors do you use? (e.g. ACT, College Board, NRCCUA)

ANSWER: In the past, we have used ACT, College Board, NRCCUA, and CBSS.

11. How many names do you purchase?

ANSWER: Please refer to the RFP under 1.1.4 Specifications/Scope of Work, pgs 6-8.

12. Would you also like to drive your inquiry pool to your application?

ANSWER: Yes

13. If so, how many students are in your inquiry pool?

ANSWER: Currently 6,000.

14. When does the university typically buy names, and from whom? What is your communication plan for juniors and sophomores?

ANSWER: The purchase of names is based on release of test information from PSATs. While we primarily purchase names from College Board, we have also used ACT, NRCCUA, and CBSS. The communication plan for sophomores and juniors was part of the fulfillment plan provided by previous company. What are your suggestions for a fulfillment plan with sophomores and juniors?

15. Similarly, when does the university buy names for senior search? What is your communication plan for seniors?

ANSWER: We purchase names of rising seniors after March and May SAT tests. Our communication plan is a mix of print, electronic and personalized outreach.

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16. Can you provide us more detail on inquiry and application volumes, admits and enrollments?

ANSWER:

Fall 2014: Inq. 2933, Apps 759, Admit 625, Enroll 294

Fall 2015: Inq. *, Apps 1646, Admit 1269, Enroll 305

Fall 2016: Inq. 4872, Apps 1687, Admit 1302, Enroll 279

***Between Fall 2014 and Fall 2015, we switched CRM vendors and some of the inquiry data was compromised. Since I am not confident of the number, I am not including it here.**

17. You mention the university wants to increase enrollment – can you tell us where you are currently? And where you would like to be next year, two years, etc.?

ANSWER: I can give you goals for recruitment, not overall enrollment:

	2013	2014	2015	2016	2017	2018	2019
FYR	197	197	196	178	200	205	210
PBA		1	0	0	0		
REA	20	12	17	17	17	19	20
TRF	92	84	92	84	92	94	97
Totals	309	294	305	279	309	318	327

18. Does the university currently have a financial aid leveraging partner?

ANSWER: No

19. Does the university develop all communication collateral in house, or do you have an outside partner?

ANSWER: We use an outside partner for search. Once a student becomes an inquiry, the communication collateral is done in house. Previous partner reviewed our flow for comments.

20. For the Response to Evaluation Questions Attachments H-L – is it okay to pull these questions into a Word Document for easier formatting so long as we copy the questions and number them according to the section?

ANSWER: Yes

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21. Can you confirm we are only to respond for pricing for the Presque Isle campus? We understand the contract may be used as a basis for other campuses at a later date.

ANSWER: At this time, pricing is only for the Presque Isle campus.

22. Is there an incumbent for this work? If so, can you tell us who?

ANSWER: We do have a current partner. I am not at liberty to say.

23. I have a question related to Item #3 under Performance Terms and Conditions in Rider A, page 39. The second sentence states "The Contractor shall make campus visits "as needed" on three days' notice." Would this be three days' notice from the University or three days' notice from the Contractor?

ANSWER: The three days' notice pertains to the contractor needing to be on-site.

24. Appendix E #2 (Term) states "This Contract shall commence on **June 5, 2017** and shall terminate on **June 4, 2020**, unless terminated earlier as provided in this Contract with option for **two (2) one (1) or one (1) two (2) year renewals** upon the parities' mutual agreement." Is this intended to mean that the contract is for 3 years with potential for renewals up to a total of 5 years, or are the 1 & 2 year renewal options included in the 3 year term of contract?

ANSWER: Yes

25. If the potential term of contract is a total of five years, are we expected to provide pricing for that full 5-year term, or only the 3 years listed on the pricing document?

ANSWER: Refer to the pricing tables in Appendix C

26. Appendix E #3 - F (Additional Services) states "The University will have the option to purchase additional services under this Agreement." Should possible additional services be included in this proposal, or addressed only upon award of contract?

ANSWER: No, this is related to possible future related services.

27. Section 3.2.4 (Section 4 - Contract for Services) - Are Respondents intended to fill in any specific blanks on the Contract for Services other than those indicated with highlighting?

ANSWER: Yes, refer to Section 1.2

28. Appendix H, Question 4 states: "Provide a client list that includes any and all higher education clients." Our firm specializes in higher education marketing and communication. Is a complete roster of our client base required, or will a sample list suffice?

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ANSWER: No the RFP response requires the reference contact list be completed.

29. Appendix I: Many questions listed under Implementation, Training and Support reference a self-service technology solution. We would be proposing a full-service solution that is maintained internally, but provides dashboard and data access for the University. Is it considered appropriate for us to respond "N/A" to questions regarding any self-service technology?

ANSWER: Please propose your solution and clarify the intention of any N/A responses