

REQUEST FOR PROPOSALS #2023-056
Marketing & Digital Campaign Solution
RESPONSE ADDENDUM #2
December 28, 2022

RFP RESPONSE EXTENSION QUESTIONS

1. **ANSWER TO ADDRESS THE QUESTIONS LISTED BELOW: RFP Submission deadline if modified to January 16, 2023 on or before 11:59 pm EST.**
- Given the upcoming holidays, would UMaine consider granting an extension to the response deadline?
 - Given the time of year, and the fact that many employees involved in the response are with their families for the holidays, would it be possible to extend the deadline for this RFP?
 - Given the upcoming holidays, would UMaine consider granting an extension to the response deadline?

DIGITAL QUESTIONS

2. What channels of promotion will this project include? Digital/online, TV, radio, or out-of-home media?
ANSWER: No TV, radio.
3. Does the scope of work include development of digital assets including video production or will that be provided?
ANSWER: Provided
4. Is there a library of previously created video or other digital assets that can be used for promotion?
ANSWER: Yes
5. What current communications channels / methods are used to communicate with prospective students (email, text, social, etc.)?
ANSWER: Yes
6. What software(s) is / are currently used to facilitate communication with prospective students?
ANSWER: Salesforce

DRIP CAMPAIGN QUESTIONS

7. Is the University of Maine wanting these services for a single drip campaign, or to develop the in-house capabilities to develop psychographic models internally to inform behavioral based communications strategy?
ANSWER: No and Yes.
8. What system(s) are in place that will be leveraged to deliver communications for the “drip” campaign to be delivered by the services outlined in this RFP?
ANSWER: Salesforce
9. Is the drip campaign specifically/solely targeted at undergraduate students? Are graduate students a potential target audience as well?
ANSWER: Undergraduate only
10. How many email variations will be required to support the drip campaign?
 - Are there any personalization/dynamic elements within the emails**ANSWER: Number depends on vendors history of success and Yes**
11. Does UMaine want vendors to develop and deploy the digital drip campaign on the university's behalf or just deliver campaign materials for UMaine to deploy in-house?
ANSWER: The former

PSYCHOGRAPHIC INFORMATION QUESTIONS

12. Is the University of Maine interested in leveraging the psychographic information from the other UMS campuses as part of this process? **ANSWER:**
13. Does the University of Maine want the psychographic model(s) to dynamically adjust communication recommendations based on contact and content interaction data?
14. **ANSWER:** This RFP is for University of Maine at Orono. Additional campuses may exercise the option of using any resulting agreement, however there is no requirement to do so.
15. Does University of Maine expect that financial award packages to be included in the psychographic modeling? **ANSWER:** No
16. Does the University of Maine desire the ability to, on their own, manipulate the psychographic models, and explore the underlying data? **ANSWER:** No
17. Would the University of Maine like or need the ability to leverage their own or external machine learning models for psychographic modeling? **ANSWER:** No
18. With what reporting / visualization software(s) does University of Maine need the proposed psychographic models to integrate? **ANSWER:** N/A

SEGMENTATION QUESTIONS

19. "Evaluation Questions" #4 bullet 2 – Segmentation Solution – is this solution targeting currently Enrolled students or Accepted/Not Enrolled students? **ANSWER:** The latter
20. If we are doing research for the segmentation study, can the University of Maine provide access to their student base for us to do the research or do we need to work externally?
 - a. Additionally, would the University deploy the survey, or would that be expected of the Respondent?
 - b. Would there be further data available on lower yield in particular programs/majors?**ANSWER:** Yes, Respondent, Yes
21. What persona work has been completed for the yield audience (and individual segments within that audience)? **ANSWER:** None
22. Where is the data to be used for segmentation and drip campaigns currently housed?
 - Does this data currently live in a single system or multiple systems?
 - What is the unique identifier being used for your records?
 - Are there any known data hygiene issues (duplicate records, records with incomplete data)?**ANSWER:** Salesforce, single system, Unique Student ID, No
23. How many audience segments will need to be created? **ANSWER:** Six
24. How is UMaine segmenting audiences and managing campaigns today (from both a tooling and process perspective)? **ANSWER:** Segmentation based on each status of prospective student life cycle
25. Does UMaine want segmentation models to be fully automated by the system, or should human/manual inputs also be incorporated when developing the segmentation model? **ANSWER:** The Latter, with the goal of the former
26. Does UMaine wish to automate digital, text, and email communications based on segmentation insights, or are segmentation insights to be used for UMaine personnel to "curate comprehensive strategy and targeted tactics"? **ANSWER:** Yes

STUDENT POPULATION/COMPETITOR QUESTIONS

27. Is there data or biases on in-state vs out-of-state or undergraduate vs graduate enrollees?
ANSWER: Yes. Only Undergraduate
28. Is there demographic, geographic, or other data available on accepted students that did not enroll during the 3-year decline?
ANSWER: Yes
29. Do we assume correctly that the other state universities in New England are your competitors? If not, who would you state as your competitor schools?
ANSWER: Yes, and have data to support
30. Why does University of Maine feel that they have seen a great decline in yield compared to competitor schools? Is there data on Covid impact on international student enrollment? Canadian enrollment? Do you feel outreach to international students will be a focus on this campaign?
ANSWER: Communication too transactional, yes, yes, No
31. Is there a heavier focus on particular majors/degrees?
ANSWER: No, Each College (6) will have their own unique campaigns

MARKETING QUESTIONS

32. What CRM does UM currently use? Do you plan to remain with this platform?
ANSWER: Salesforce. Yes
33. Does UMaine have a marketing automation solution today? If so, can you please provide the name/s of platforms/tools in use?
ANSWER: Target X
34. By what means does University of Maine currently identify prospective students to which to market University of Maine? (RFIs, campus visits, List Buys, etc.)
ANSWER: All of the above
35. What level of detail is the University seeking in the actual marketing strategy recommendation for a digital yield campaign? Are respondents requested to break out each marketing tactic along with flight schedules/campaign timelines?
ANSWER: Yes
36. Does the University have an internal creative/graphics team or are they seeking creative design and/or creative strategy guidance?
ANSWER: Yes
37. Has UM conducted any recent (past 3 years) research with accepted students (overall) or nonmatriculants (more specifically) to understand why they are or are not attending UM? Please describe.
ANSWER: No
38. What is the intended length of the contract and/or communication plan?
ANSWER: We are seeking pricing for the first 3 years with options for renewal.
39. Does UMaine have a marketing automation solution today? If so, can you please provide the name/s of platforms/tools in use?
ANSWER: Salesforce/Target X
40. How many individuals are you marketing to?
ANSWER: Approx.: Name Buys – 250k. Inquiries – 50k. Applications – 16k,

CRM QUESTIONS

41. What email system or CRM do you currently use?

ANSWER: Salesforce/Target X

42. What is the current CRM being utilized by UMaine?

ANSWER: Salesforce/Target X

INTERFACE/INTEGRATION QUESTIONS

43. What software systems are in use that contain prospective student data, with which we could interface for these services?

ANSWER: Salesforce/Target X

44. What integrations need to be built and/or maintained?

ANSWER: Secured FTP... Depends on proposal

MISCELLANEOUS QUESTIONS

45. How is UMaine's commitment to unified accreditation reflected in the scope of this RFP, if at all?

ANSWER: n/a

46. What are the biggest challenges UMaine faces today (from both a tooling and process perspective)?

ANSWER: n/a

47. Will data collection and/or migration be required?

ANSWER: n/a

48. Does UM currently use campaign landing pages hosted outside of normal institutional website navigation for this audience? If so, please share a URL of an example.

ANSWER: No

49. Please confirm UM's use of WordPress CMS.

ANSWER: n/a