Addendum 1

RFP for Enrollment Management Services

Questions and Responses as of January 27, 2021

1. **Question:** Are you also looking to target students from China?
   **Response:** For the RFP in question, our focus is on domestic students.

2. **Question:** Please clarify whether federal funds will be used to purchase the services set forth in the RFP?
   **Response:** The University anticipates that no federal funds will be used in this procurement.

3. **Question:** For the goals for participation by TGB firms, can Bemidji State please share if this is graded on a participation scale? Meaning, if vendors show effort towards the 10% participation goals will they be provided a full score for this category in the evaluation criteria?
   **Response:** The TGB participation points are all-or-nothing on whether the target goals are met. They are not prorated.

4. **Question:** If vendors provide documentation demonstrating a Good Faith Effort (or equivalent standard) to meeting the TGB participation goal but are unable to meet the goal, are they able to receive some/all of the evaluation points?
   **Response:** See above response, the points awarded for TGB goals are not prorated.

5. **Question:** If vendors are able to subcontract services to a TGB firm but cannot reach the 10% contract value threshold for subcontracting services to TGB firms, will they receive partial points for subcontracting? For example, if a vendor subs 5% of the total contract value to a registered TGB firm, will they receive 5% of the available 10% scoring for TGB participation?
   **Response:** Vendors are scored on their proposal, so if a vendor commits to sub-contracting 10% or more of the total contract to a TGB, they will receive all points for TGB participation, with the expectation that they fulfill that commitment. If the vendor does not meet or exceed the committed goal upon project completion, the vendor will forfeit TGB points on future bids.

6. **Question:** To help us better understand the university’s enrollment goals and recruitment strategy across the funnel, please provide the following information regarding BSU’s current enrollment:
   **Response:** First-year enrollment broken out as follows:
7. **Question:** Are there current budget dollars funding the RFP or is BSU looking at investing new dollars?
   **Response:** BSU is investing new dollars for this initiative.

8. **Question:** With the aim of scoping a project that allows the review committee to provide consistent evaluation of all offers, please provide the university's budget for the resulting contract.
   **Response:** The RFP currently provides a scope of the project that will allow for consistent evaluation. The review committee will consider the cost identified by the vendor as part of that review.

9. **Question:** Which CRM does the university use for enrollment?
   **Response:** The University currently uses Hobson’s Connect, but is in the process of transitioning to CampusNexus Engage (a product of Anthology, formerly known as Hobson’s).

10. **Question:** Does BSU seek a vendor who will print all creative materials?
    **Response:** This is negotiable depending on price.

11. **Question:** Re: this bid requirement under Inquiry Generation on page 10: “Please clarify your definition of an inquiry-generation campaign responder and how that is measured.” Is BSU asking for funnel conversion metrics?
    **Response:** Vendors may provide funnel conversion metrics as part of their submission to demonstrate their ability to generate inquiries.

12. **Question:** Re: Format of Proposals and Submission: given the pandemic and that social distancing guidelines have our staff working remotely at this time, will BSU accept an electronic submission via email instead of the physical copy requirements?
    **Response:** The University requires the vendor to submit two (2) bound copies and one (1) unbound copy signed by a company official; an electronic version is required to be submitted on a flash drive or CD-ROM or similar media. While we understand that many vendors have employees working from home due to the pandemic, we feel it still should be possible to provide printed copies as specified.

<table>
<thead>
<tr>
<th></th>
<th>Fall 2018</th>
<th>Fall 2019</th>
<th>Fall 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prospects</td>
<td>38,641</td>
<td>32,991</td>
<td>30,664</td>
</tr>
<tr>
<td>Inquiries</td>
<td>8,118</td>
<td>7,184</td>
<td>6,853</td>
</tr>
<tr>
<td>Applicants</td>
<td>3,999</td>
<td>3,383</td>
<td>3,027</td>
</tr>
<tr>
<td>Completed Apps</td>
<td>2,824</td>
<td>2,396</td>
<td>2,227</td>
</tr>
<tr>
<td>Admits</td>
<td>2,576</td>
<td>2,192</td>
<td>2,082</td>
</tr>
<tr>
<td>Enrolls</td>
<td>749</td>
<td>634</td>
<td>554</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>List Purchase Records</th>
<th>Fall 2018</th>
<th>Fall 2019</th>
<th>Fall 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seniors</td>
<td>3,837</td>
<td>9,875</td>
<td>17,810</td>
</tr>
<tr>
<td>Juniors</td>
<td>1,110</td>
<td>7,681</td>
<td>5,241</td>
</tr>
<tr>
<td>Sophomores</td>
<td>19,616</td>
<td>405</td>
<td>122</td>
</tr>
</tbody>
</table>
13. **Question:** Re: Required Documents and Forms: the link to the Affirmative Action Certificate connects to a web page that does not include a form titled Affirmative Action Certificate. Please verify if the form bidders must complete is the attached Workforce Certificate Application Form.
   
   **Response:** The link to download the Minnesota Department of Human Rights Workforce Certificate Application form is on the web page in the RFP, https://mn.gov/mdhr/certificates/apply-renew/workforce-certificate/certificate-app-form.jsp

14. **Question:** The proposal gives instructions for a printed and mailed submission and says email is not acceptable, but during COVID, is a portal submission an option?
   
   **Response:** The University requires the vendor to submit bound copies and an electronic version since one copy is required to be signed by a company official. While we understand that many vendors have employees working from home due to the pandemic, we feel it still should be possible to provide a bound copy with signature of a company official.

15. **Question:** The RFP includes a list of Required Documents and Forms. Could you provide the links to download these documents?
   
   **Response:** The links to the required forms and documents are in the RFP.

16. **Question:** Enrollment Management section: Is this section meant to be integrated into the student search bullets (Inquiry Generation, Application Generation) or is this a request for a separate full audit of admissions and financial aid best practices?
   
   **Response:** The “enrollment management consulting and account team leadership” asks very specific questions for which BSU is seeking answers as part of the RFP process. While a vendor could provide a much more elaborate response, they may also choose to provide responses within the context of the primary focus of the RFP (inquiry generation and application generation).

17. **Question:** In addition to Predictive Modeling, are you interested in any other data services such as Inquiry Scoring, Alumni Matching, Sibling Matching, or Phone Number Identification?
   
   **Response:** A vendor may provide information on services they feel may assist in improving inquiry generation and/or application generation.

18. **Question:** Are you interested in driving students to the Common Application, a customized application created for you, or another type of application?
   
   **Response:** While the application is a product of the MinnState System, it appears to the student that they are applying through a BSU application.

19. **Question:** Which list vendors do you typically use for Senior Search (e.g. Encoura, College Board)?
   
   **Response:** Encoura (NRCCUA/ACT) and Cappex are current vendors in use. However, BSU has used others in the past.

20. **Question:** How many names do you historically purchase for Senior Search?
   
   **Response:** See response to Question #6.

21. **Question:** Would you also like to drive your inquiry pool to your application? If so, how many students are in your inquiry pool?
Response: The “application generation” portion of the RFP is specifically focused on driving prospects/inquiries to apply. See response to Question #6 regarding inquiry pool.

22. Question: Which list vendors do you typically use for Junior & Sophomore Search (e.g. Encoura, College Board)?
Response: Encoura (NRCCUA/ACT) and Cappex are current vendors in use. However, BSU has used others in the past.

23. Question: How many names do you historically purchase for Junior & Sophomore Search?
Response: See response to Question #6.

24. Question: Are you interested in a Yield campaign?
Response: No.

25. Question: What are the State FTE targets highlighted in your strategic plan?
Response: Our strategic enrollment plan is in process and specific targets have not yet been identified.

26. Question: What are the critical points for your recruitment efforts that you identified in your strategic plan for the student progression pipeline?
Response: While the strategic enrollment plan is in progress, a critical focus of our efforts will be to increase inquiries and applicants.

27. Question: Please provide enrollment numbers for the last 3 years for the following:
   a. Prospect names purchased by vendor
      i. High school sophomores
      ii. High school juniors
      iii. High school seniors
      iv. Other
   b. Inquiries
   c. Applications
   d. Admitted
   e. Enrolled
Response: See response to Question #6.

28. Question: What are your enrollment goals for the next one to three years by student type:
   a. Traditional freshman
   b. Transfer
   c. Adult freshman
   d. Underserved Students
Response: The strategic enrollment plan is in progress and specific targets have not yet been set. Additionally, the focus of this RFP is not on transfer students, but solely focused on improving traditional freshmen inquiries and applications.

29. Question: What are the current name vendors you work with for prospects and inquiries?
   a. What are the conversion rates for each?
Response: Encoura (NRCCUA/ACT) and Cappex are current vendors in use. However, BSU has used others in the past. We currently do not have conversion rates readily available.

30. **Question:** What is your CRM?
    **Response:** The University currently uses Hobson’s Connect, but is in the process of transitioning to CampusNexus Engage (a product of Anthology, formerly known as Hobson’s).

31. **Question:** Do you currently have a marketing automation tool? If so, what are you using?
    **Response:** Outside of the processes that are part of our CRM, we do not use a marketing automation tool.

32. **Question:** Can you identify the anticipated size of your prospect pool for application and inquiry generation campaigns?
    **Response:** See response to Question #6. Our goal is to increase both our inquiry and applicant pool.

33. **Question:** What data sources do you intend to use for these campaigns (College Board, ACT | NRCCUA, etc.)?
    **Response:** We are expecting to work with a vendor to identify the optimal sources to improve inquiry generation.

34. **Question:** What CRM is BSU currently using?
    **Response:** The University currently uses Hobson’s Connect, but is in the process of transitioning to CampusNexus Engage (a product of Anthology, formerly known as Hobson’s).

35. **Question:** Does BSU intend to begin any marketing campaigns this enrollment cycle, or is the intent to begin as of or after July 1, 2021?
    **Response:** BSU plans to continue communicating with students currently in the funnel as appropriate.

36. **Question:** Are you open to hearing about different approaches to the services specified here, that may deliver same or better results?
    **Response:** The primary goal of the RFP is to seek vendors that can assist us in inquiry and application generation. We have not prescribed a certain approach to meeting those goals.

37. **Question:** Are you open to a digital-first strategy?
    **Response:** The primary goal of the RFP is to seek vendors that can assist us in inquiry and application generation. We have not prescribed a certain approach to meeting those goals.

38. **Question:** Especially where a firm may have deep expertise in one area (research, strategy, and consulting as an example) but not in another?
    **Response:** Proposals will be evaluated based on the information submitted.

39. **Question:** Would you be open to splitting/awarding services between different partners?
    **Response:** It is our hope to identify one vendor to contract with to meet our objectives.
40. **Question:** Is there an existing partner you are working with today? If so, can you identify who that is?
   **Response:** We are not currently working with an existing vendor for these services.

41. **Question:** In response to the request from the RFP that “The responder shall submit two (2) bound copies of the RFP response and one (1) electronic copy in Microsoft Word format (either on USB drive or CD). One (1) copy of the proposal must be unbound and signed in blue ink by an authorized representative of the vendor” we have the following questions:
   a. Can Bemidji State clarify how many total hard copies of the proposal they want vendors to submit? Is it three total (one unbound and two bound) along with the electronic copy?
   b. Can Bemidji State clarify whether they will accept an unbound copy as a three-ring binder (as opposed to a bound booklet)? Or does Bemidji State have another preferred format for the unbound copy?
   **Response:** The RFP requires submission of a total of three (3) printed copies – two (2) bound copies, and one (1) unbound copy signed by an authorized representative. A 3-ring binder containing the unbound copy is acceptable.