EAB

- Can vendors offer *Website Optimization* optionally? Vendors can propose any options that they feel would meet the requirements outlined in the RFP.
- Are you willing to accept an electronic signature in lieu of a wet ink signature on all forms? Yes
- Are you willing to accept an electronic submission in lieu of the hard copies? If not, will UCA accept responses on a USB shipped to your location (no hard copy provided)? Vendors are to submit 1 original hard copy, 3 electronic copies on USB and 1 redacted copy on USB.
- To confirm, per 1.9, does UCA require a separate flash drive with the vendor's pricing proposal? No. One sealed hard copy of the pricing proposal. USB isn't required.
- Per 1.13, will there be a virtual option for the public opening of proposals? If so, can you please share that log-in information? There is no virtual option for the public opening.
- Per 1.13, regarding any confidential, proprietary, copyrighted or financial material submitted by respondents the RFP states it must be marked and submitted under separate cover. To clarify is UCA simply seeking a redacted copy of vendors' proposals both in hard copy and electronically? One electronic copy of the vendor's redacted proposal. Hard copy is not required.

**GCi
Communications**

- Do you have existing systems for social media and email marketing? Yes, we use Slate CRM for email marketing and HeyOrca for social media management. These platforms allow us to segment our audiences effectively and streamline content scheduling, ensuring campaign alignment.

Strategic Marketing

- Do you already have a strategic marketing plan in place? Yes, we have a comprehensive plan developed in partnership with consulting agencies, along with in-house strategies. This plan guides our enrollment-focused messaging and engagement.
- What current marketing strategies and tools are you using? Our approach combines digital marketing, social media outreach, email campaigns through Slate CRM, and targeted SEO strategies. We're also integrating more personalized content, like digital ads with student voices, to increase engagement.
- Have you conducted a brand audit recently? We conduct regular brand assessments through feedback from consulting partners and internal reviews, ensuring our messaging resonates with prospective students and aligns with UCA's values.

- Can you provide a SWOT analysis for us? Not at this time.
- Have you defined your target audience and current marketing efforts? Yes, our target audiences are high school juniors and seniors, focusing on both in-state and neighboring state students. Our marketing efforts reflect their interests, emphasizing UCA's commitment to a vibrant campus life, personalized support, and a global community. We also market to transfer, readmit, and international students.

Content
- What type of content execution do you need (e.g., copywriting, graphic design)? Our team primarily needs copywriting and graphic design support for digital and print content. We also develop engaging social media posts, newsletters, and videos.
- Are you looking for content creation suggestions, including SEO and SEM strategies? Yes, we're open to SEO and SEM strategies that increase organic traffic and engagement. Content ideas that reflect our brand's voice and appeal to Gen Z and Gen Alpha are key.
- What resources/assets will the University of Arkansas provide, such as logos, photography and video content from past campaigns? As the **University of Central Arkansas**, we have a robust library of assets, including UCA logos, professional photography, and video content from previous campaigns. These are readily available and align with our brand standards.

Technology
- What marketing technology stack are you currently using? We rely on Slate CRM for admissions and communications, HeyOrca for social media, Jira for project management, and a combination of Canva and Adobe Creative Suite for design work.
- Does the University of Arkansas have a database of contacts for marketing currently? If so, how many and what contacts are included? Yes, the **University of Central Arkansas** maintains a robust database of prospective and current students in Slate, which includes data on their engagement and application status. This allows for segmented and tailored communications throughout their journey. We maintain over 100k search contacts currently.
- Do you have any specific marketing software or platforms that you currently use? Or would that be selected by CGi? Our primary platform is our Slate CRM, and we are not interested in transitioning to a different platform.

CARNEGIE

- Will you accept partial bids for vendors' areas of expertise or do you prefer an all-in-one solution? All in one.
- What is your CRM? Slate
- Do you have an incumbent partner for these services? EAB Has that incumbent been invited to bid? Yes
- What prompted release of the RFP at this time? Contract has a 7 year expiration. Current contract will expire 6/30/2025
- Are printed and flash drive copies an absolute requirement or will you accept digital submissions? Yes, one hard copy and the requested amount of flash drives is a requirement.

Yes& Lipman Hearne

Enrollment Platform and Target Audience:

- Could you provide more details on the specific undergraduate demographics and geographic regions you're prioritizing for enrollment growth?
  - We prioritize enrollment growth within Arkansas and surrounding states, especially targeting high school juniors and seniors interested in a campus-centered experience. We're also focusing on growing our reach in select out-of-state regions that align with our enrollment strategy
- Are there particular student segments (e.g., first-generation, transfer, adult learners) that the University would like to target more intensively?
  - We are working to prioritize non-consumption in the market by targeting first-generation students and students who have a gap in familial post-secondary education. Additionally, our efforts with transfer students and readmits are being increased.
- Could you clarify the key performance metrics for success in your inquiry and application generation campaigns?
  - Inquiry and application numbers, conversion rates from inquiry to application, and applicant yield rates measure success. We also track engagement metrics within Slate CRM to assess student interaction throughout the enrollment.
- Can you confirm that UCA can provide access to Encoura and CBSS?

      o Yes, UCA can provide access to Encoura and CBSS data.

Best Practice Research and Services:

- Please provide further detail/clarity around the expectation for the following:
    - o The University of Central Arkansas team must have access to an online research library, data sources, and bench of subject-matter experts within your advisory service. Clearly state any limits on access to these features.
        - ▪ Do you have a preferred platform/provider for the online research library?
            - We have no strict preference; however, a platform with access to a higher ed-specific data source would be beneficial.
            - We expect continuous access to an online research library, data, and advisory services. Ideally, this access would be unrestricted or minimally limited for real-time strategy adjustments and informed decision-making.

Virtual Tour Platform Expectations:

- Are there any preferred features or platforms for the virtual tour experience?
    - o Platforms offering interactive 360-degree video tours are preferred, especially those that allow for AI-driven personalization based on user interests, like academic programs or campus activities.
    - o The ability to make updates in-house is important. Having an integrated CMS is necessary.
- What features of AI customization are most important in the tour content for individual visitor interests?
    - o We value AI that can suggest personalized content, like specific program details or student services, based on a visitor's browsing behavior and expressed interests.
- What content format (e.g., 360-degree video, virtual reality) has resonated best with students or families in past virtual engagements?

o 360-degree videos and interactive campus experiences resonate most with students and families, providing an immersive look at UCA.
- Would the University like real-time analytics and visitor insights integrated directly into the CRM?
  - o Yes, real-time analytics and visitor insights that integrate with Slate CRM would be highly valuable.

Financial Aid Optimization and Support:

- Could you clarify expectations regarding the level of integration between financial aid data and enrollment marketing? Are there specific financial aid programs or scholarship models you'd like us to feature?
  - o Our expectation is for seamless integration that enables targeted marketing based on financial aid eligibility and SAI scores. Highlighting need-based and merit scholarships in communications is important.
- How much involvement or analysis does the University expect from the vendor in interpreting the Student Aid Index (SAI) implications?
  - o We would appreciate vendor assistance with interpreting SAI data to refine our financial aid outreach and ensure effective communication around affordability.

Data Management and Security:

- Are there particular data security and compliance standards the vendor needs to follow beyond typical requirements?
  - o Compliance with all higher education data security standards, including FERPA, is essential. We also expect adherence to any data privacy protocols specific to UCA's IT and data policies.
- Would you need the vendor to work directly with UCA's data and IT teams to ensure smooth data transfer, or should the vendor have its own data integration solutions?
  - o Coordination with UCA's IT team and our enrollment systems team is necessary for ensuring smooth data transfer and integration.

Measurement and Reporting Standards:

- What are the specific KPIs you aim to measure throughout the enrollment journey (e.g., conversion rate, engagement rate, application completion)?
    - We focus on conversion rates from inquiry to application, engagement rates within Slate, application completion, yield, and student aid application completion rates/submissions.
- Are there key data points or insights that need to be shared with specific departments (like academic affairs or financial aid)?
    - Key insights, such as engagement trends and conversion data, are often shared with Academic Affairs, Financial Aid, and Student Success teams to help inform their initiatives.

Expected Level of Vendor Engagement and Support:

- Could you outline the frequency and format of expected reporting, updates, or check-ins between the vendor team and the UCA team?
    - We expect monthly check-ins and regular reports to review campaign performance and make any necessary adjustments.
- Would the University prefer a dedicated onsite or virtual account manager, or is a rotating team model acceptable?
    - A dedicated virtual account manager would work well, though an onsite option could be beneficial for strategic planning periods.

Creative and Campaign Development:

- What guidelines or brand elements should we follow when developing campaign creative to align with UCA's brand standards?
    - Campaigns should align with UCA's brand standards. Depending on the messenger (i.e., admissions, financial aid), the brand voice should align with those initiatives.
- Are there specific messaging pillars or unique selling points for UCA that you would like emphasized across campaigns?

- o Emphasize UCA's commitment to student success, affordability, and hands-on learning experiences. Our messaging to our target audience aims to convey that UCA is committed to students' bright futures. We need to differentiate ourselves from our competitors.
- Could you confirm if there is a preference for qualitative and/or quantitative creative development research?
  - o Both qualitative and quantitative research are welcome, as they provide a well-rounded understanding of effective messaging. Quantitative messaging provides better data visualization and decision-making for business processes. Qualitative data is very helpful for helping us better understand students' intentions and needs as we develop creative and messaging.
- Could you confirm which audiences are key for inclusion in any creative research?
  - o High school students, transfer students, and parents are the primary audiences for creative research. Additional segmentation by in-state and out-of-state audiences would be helpful.
- Could UCA provide list access and contact information for creative research? Are there any audiences that UCA cannot provide?
  - o We would be able to provide information related to UCA for data purposes.

Budget and Cost Proposal Structure:

- Should the cost proposal account for potential additional services beyond the scope outlined, or is it preferable to provide an itemized cost breakdown for each required service only?
  - o An itemized cost breakdown for each required service is preferred, with an option to add additional services if necessary.
- Are there specific requirements around budget allocation for the different service areas, or does the University anticipate flexibility based on vendor recommendations?
  - o There are not specific requirements but we are looking for support in the RFP areas based on needs for our efforts.