



Office of Purchasing/Contract Management  
3410 Taft Boulevard Wichita Falls, Texas 76308-2099

12/05/18

## ADDENDUM ONE (1)

RE: RFP 735-19-4296 Student Search Services (Response to Questions)

TO WHOM IT MAY CONCERN:

The following questions had been received prior to the last day for questions deadline and received the following responses:

1. *On page 10 of the RFP, question 8, "five references from other institutions of higher education similar to MSU Texas" are requested. However, the attachment (page 15 of the RFP) asks for only three references. Can MSU Texas clarify how many references they would like vendors to provide? Additionally, how many references are needed from institutions utilizing the same systems as MSU Texas? (Ellucian/Banner and/or Radius). Please submit (5) references using the vendor reference form as a template for the reference information required.*
2. *Can MSU Texas clarify by when it intends to award a contract, anticipated contract start date and the terms it's seeking? (i.e. one-year, two-year, multi-year, etc.) We anticipate awarding a contract this spring to begin searching for the 2020-21 cycle. We would be open to a multi-year contract as that may help with pricing.*
3. *Regardless of contract term length, does MSU Texas expect the selected vendor's marketing services to directly impact the Fall 2019 entering class or will the efforts be focused on inflecting Fall 20? Fall 20 would be the intended impact.*
4. *Would MSU Texas provide the following funnel metrics?*
  - a. *How many names have been purchased to date? Please provide a breakdown of the list sources utilized and quantity of Sophomore, Junior, and Senior name buys. Purchased approximately 60,000 names. 46,000 Seniors and 14,000 juniors.*
  - b. *How many inquiries are in the Fall 19 pipeline? 14,000*
  - c. *How many inquires are in the Fall 20 pipeline? 5,600*
5. *In order for **vendors** to provide the most accurate pricing proposal, can MSU Texas expand a bit more on its challenges, needs, and goals? Our goals are to grow to 8,000 students by 2025. MSU Texas has never had a structured /targeted student search program. We need to saturate our primary markets with the MSU Texas brand. We are hearing from current faculty and staff that their sons and daughters in high school are not hearing from MSU as a potential option. Beyond the aspirations outlined in your Strategic Plan, are there specific enrollment targets for next year and beyond? Goals for each population would be incredibly helpful i.e. first time in college, transfer, Wichita fall campus goals, Flour Mound campus goals, etc. This factors directly into **vendor**'s recommendation for the scope of the proposed partnership (volume of name purchase, targeting efforts out of state vs instate, etc). MSU Texas enrollment is primarily from*

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*Texas, with very little out of state enrollment. This student search proposal would be targeting first time freshmen for the Wichita Falls campus. We would like 900 freshmen fall 19, with the intent to grow that by 2% each year for the next five years. Our transfer target is 700 students and to grow that by 2% annually as well. The Flower Mound site is a degree completion program site focused on health sciences. This site is really geared for adult completion learners.*

6. *Is MSU Texas expecting firms to respond to each item listed in "Part 1. No, this is meant to assist with the RFP and proposal. Comprehensive Freshman Student Search Campaign" (pg.8), or are the details included in Part 1 meant to assist with response to the numbered questions listed in in Part 2 (pg.10)?*
7. Should respondents submit responses to the questions listed in Part 2 (pg. 10) as separate document from our main proposal document, per the following instructions: "Please include responses to the questions in Part 2 of the specifications as a separate document" (pg. 7)? Or, does MSU Texas expect respondents to provide Cost Estimates as a separate document, thereby submitting response to questions listed in Part 2 and Pricing Sheet as two separate documents (technical and cost proposal)? Our firm is planning on submitting our proposal in two separate documents, 1)Responses to Part 1 and Part 2, plus additional attachments and requested/required documents and 2)Completed Pricing Sheet. Is this format acceptable to MSU Texas? *To better evaluate proposals, a submission to "responses to questions" as a separate document is requested. Often times, the information can be buried with a proposal and difficult to determine whether it is or isn't a response to a particular question. Especially if there are a large number of proposals to evaluate. Same for the cost estimates.*
8. Junior and Sophomore Search  
How many names have you purchased for previous search projects? *We have purchased 60,000 names. We do not have a formal search program.*
9. Senior Search  
How many names have you purchased for previous search projects? *We have purchased 60,000 names. We do not have a formal search program.*  
Would you like to drive your inquiry pool to the ApplyTexas Application as part of your project? *If that is a recommendation by the vendor, we would be open to that as an option to drive applicants.*  
If so, how many students are in your inquiry pool? *14,000 for fall 19. 5600 for fall 20.*
10. Yield Campaign  
Are you interested in a Yield campaign? *Yes.*  
What is the size of your applicant pool? *Approximately 6,000 freshmen for fall semesters.*  
What is your admit rate? *Admit approximately 80%.*  
What is your enrollment goal? *900 new freshmen with growth of 2% annually.*

The deadline for questions has now passed. No additional questions will be accepted at this time.  
Regards,

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