

Addendum #1 RFP 24-02 Kentucky State University - Vendor Questions and Answers

Vendor Name	Question		Response	
Emerge Education	Q#	Section		
	1	20.1	Section 20.1 of RFP 24-02 states that "The University will launch a number of fully-online, undergraduate and graduate degree programs in the fall of 2024." Approximately how many programs will be launched? Additionally, what programs is Kentucky State University planning to launch? Developing a large number of program-specific strategies and assets could take a large portion of the budget so understanding the University's prioritization of programs is also	The final list of programs and courses will be available once the contract has been awarded. The vendor should be prepared to scale up or down and to customize for different program offerings depending on the evolving needs of the institution.
	2	40.2	Thank you for providing the University's online program enrollment goal of 3,000 broken down by fiscal year in section 40.2. Can you elaborate on how this goal was determined?	Based on a market analysis from the online program management partner and university staff. Overall goal based on University enrollment goals
	3	10.7	When is the expected or approximate contract award date for RFP 24-02? In what timeframe does the University anticipate actual service delivery to begin?	April 1, 2024
	4	40	What is the expected or estimated annual budget for RFP 24-02? Or, at least a range? Can the University provide an estimated budget percentage split by marketing channel?	Budget should be proposed by the vendor based on the scope of work and enrollment goals outlined in the RFP.
	5		With whom will the awarded contractor work from the University or the University's providers/vendors?	Our online partner and university online staff.
	6	40	What marketing tactics has the University invested in for their existing programs? And which have been the most productive? What enrollment strategies does the University use for their existing programs? And which have been the most productive?	This RFP is for a newly launched online program, the successful bidder will propose innovative marketing strategies appropriate for an HBCU.
Eduvantis				
	1		Can you provide the projected media budget or media budget range (e.g. not less than \$X or greater than \$Y in media spend) for this SOW?	Budget should be proposed by the vendor based on the scope of work and enrollment goals outlined in the RFP.
	2	10.5	This section states "Should a vendor object to any of Kentucky State University's standard terms and conditions or provisions of the solicitation, that vendor must specifically identify the deviation and must propose specific alternative language that could be acceptable to the University." Where in the proposal response should we include these exceptions to the terms and conditions?	Generally, a cover letter of submittal is included identifying any deviations. Be aware that deviations may be cause for rejection of your offer.
	3	40.2 E	Does the university own the ad accounts on Google, Facebook, LinkedIn, and other platforms that were used for marketing in the past, or is the selected agency expected to create new ad accounts to host the campaigns?	New accounts should be created specific to the online program.
EAB				
	1	10.7	Can KSU please provide the decision timeline for this RFP?	Goal is to award a contract by April 1, 2024
	2	50.4	Are you willing to accept an electronic signature in lieu of a wet ink signature on all forms?	Electronic Signatures are acceptable.
	3	50.4	Are you willing to accept an electronic submission in lieu of the hard copies? If not, will KSU accept responses on a USB shipped to your location (no hard copy provided) to reduce the public locations respondents are required to visit in order to submit a response?	Electronic submissions are not permissible as per section 50.3. KSU does not have an online bid portal. Email submissions shall be rejected. Please refer to Section 50.3 for submission instructions.
	4	40.2	Can KSU please elaborate what you are looking for in terms of benchmarking against competitors regarding section A. Enrollment Audit?	We are requesting an evaluation of how KSU online compares to perceived primary competition in the online space.
	5	40.2	What 5 programs are your highest priority and why?	KSU's final program list will be announced at a later date. Its highest priority programs will reflect market needs and enrollment opportunities.
	6	50.5	Has KSU identified a budget for this initiative, and if so, is it possible to share? Is there a price above which proposals would not be accepted?	Budget should be proposed by the vendor based on the scope of work and enrollment goals outlined in the RFP.
	7	40.2	Is there an incumbent providing similar services to your institution? If yes, then please name the incumbent. If yes, then can you describe why you are proceeding with an RFP to procure services? Are there different / new services you'd like a new vendor to provide?	Some of the services for this RFP are currently being provided on a smaller scale by our online partner. The size and scope of the enrollment goals require a new RFP to be issued for these expanded services.
	8	40.2	Can you provide annual inquiry, completed application, and enrollment data for each of the programs that would be marketed for the past 2-3 years?	Not available, this is a new program.
Kanahoma				

	1	20.1	The RFP says that KSU has already partnered with an Online Program Manager. Is this solicitation intended to provide marketing support to those programs, or within a scope that's additional to the work of the Online Program Manager? Is the online program manager marketing its own programs?	Solicitation is to provide support to the programs being developed in partnership with Our online partner.
	2	20.1	Are the programs through the OPM already in the market? If so, could you identify those? What programs that aren't managed by the OPM are involved in this scope of this work?	All programs are being developed or redeveloped in partnership with our online partner over the next three years. The list contains a combination of new programs, as well as existing KSU programs that are being redeveloped or transitioned from a traditional format to online. Programs at the following levels will all be developed over the first three years of the project - undergraduate certificates, multiple undergraduate programs, graduate certificates, multiple masters degrees, and two to three doctoral programs.
	3	20.1	Can KSU identify the programs that are intended to launch in the Fall of 2024? Has there been any marketing effort already undertaken in support of the fall enrollments desired for those programs. If so, please describe?	The final list of programs and courses will be available once the contract has been awarded.
	4	40.2	The fiscal year goals listed (eg: 1000 learners for FY2025) — are those informed by previous research done by KSU? What is the alignment of that number to existing programs? vs. new programs that were developed by the OPM? Will any marketing for those programs be in the market before this contract is awarded? How are the future year goals informed? By what previous enrollment math?	Enrollment milestones were developed in coordination with our online partners. KSU online should be considered as a clean-slate project so all enrollment projections are based on the new programs being developed or redeveloped in coordination with our online partner, and reflecting the stated goals of the KSU President.
	5	40.2 A1	Who has determined to advertising strategy to be evaluated? Has KSU enlisted outside contractors/previously in this work?	KSU has not enlisted other contractors for online program marketing. Strategy will be developed as a collaboration with Our online partner, university staff, and successful bidder.
	6	40.2 A5	Which of the business processes for these online programs are owned by the College vs. other outside partners (like an OPM). Can this be clarified?	All processes are owned by the University but managed in coordination with our online partners.
	7	40.2 D1	What internal systems need to be integrated into the microsite? Can you identify the CRM brand and/or other specialized technologies to be integrated?	KSU is seeking vendor input on these topics.
	8	40.2 D1	Does the KSU have specific preferences relative to microsite hosting and or development platform of choice? What specific KSU IT requirements might exist that must be followed, per any project?	KSU is seeking vendor input on these topics.
	9	40.2 E5	What technology and/or people are currently working in any lead nurturing processes? Are the associated staff in-house employees or external contractors? Does the KSU team currently employ enrollment counselors who will followup with leads, etc? If so, what is the team structure?	Our online partner is currently providing lead nurture on a smaller scale. The awardee of the RFP would need to work in coordination with our online partner.
	10	40.2	Re: Cost Proposal re: Marketing and Lead Generation Budget Estimates — Has KSU previously identified a target budget aligned with the stated enrollment goals above? Is it expected that the successful firm would manage that budget in the ongoing growth of the program if the firm has said capability?	We are looking for each provider to submit their best plan to achieve the stated enrollment goals, which includes the budget they deem necessary to achieve those goals.
	11	50.5	Re: Cost Proposal Content: Is the media spend estimate to be provided within the Cost Proposal or the Technical Proposal? And are any of the associated fees related to managing said campaigns to be included in the Marketing and Lead Generation Campaigns section of the proposal. Please clarify.	All cost information is to be included in the cost proposal only.
VisionPoint				
	1		For the microsite / landing page will we provide the platform for delivery? Will we host it? Will we manage updates ongoing? If not, please provide as much detail as you can. What platform? Who will manage the site day to day?	Vendor should make what they perceive as best recommendations on this front.
	2		Will the microsite replace the admission part of the site? Supplement? Please explain the relationship to the rest of the site.	This would be a supplement to the primary KSU website, not a replacement for anything on the current KSU website.
	3		How many pages do you envision the microsite including?	Vendor should make what they perceive as best recommendations on this front.
	4		Do you need SEO content development for the microsite?	Yes.
	5		On the off chance we misunderstood the phrase "microsite" are you alluding to landing pages to support the paid media efforts?	We are referring to microsities and landing pages as separate items.
Net Natives				
	1	40.2 D	Which CRM (e.g., Slate, Salesforce, etc.) would the selected vendor need to integrate with?	The university is currently vetting options on this front.

	2	50.5	To help inform our "Cost Proposal," what is Kentucky State's annual budget for this scope of work	We are looking for each provider to submit their best plan to achieve the stated enrollment goals, which includes the budget they deem necessary to achieve those goals.
Stratagon				
	1	40.2D2	Regarding "establishment of a seamless data flow to the CRM" -- Do you already have a CRM in place? Please provide a list of technology tools currently used/ leveraged. Would the department be open to implementing other marketing technology tools as needed?	We are currently vetting CRM options.
	2	40	Evaluation Criteria, Cost Proposal - Will you provide a budget range for the estimated annual spend for this project?	Budget should be proposed by the vendor based on the scope of work and enrollment goals outlined in the RFP.
	3	50.4	Proposal Submission - if we would like to submit a redacted version for potential FOIA purposes, can we submit that in each flash drive copy?	No redaction is permitted. You may identify proprietary information and technology in your response, however our legal team will determine what is truly proprietary according to Kentucky law if a request for information is received.
	4	50.4	Proposal Submission - should the cost proposal only be printed, and not included on the flash drives?	Yes, the cost form is to be a paper copy, under separate cover, and not included on the USB drive.
	5	50.5	Should the total include media/ad spend? If so, could you provide prior numbers for average ad spend for the university in other programs?	Yes, the total should be comprehensive. The program should be considered a blank slate with no prior information available at this time.
	6	40	Proposed Plan of Work - Market Strategy - What regions do you plan to focus on? Do you already have a database of contacts to work from in regards to communications?	Kentucky will be a clear focus, along with surrounding areas. Vendors are encouraged to provide additional input on any suggested areas of focus.
Noodle				
	1	10.7	When will the RFP decision be made?	April 1, 2024
	2	20.1	When are the programs and requirements expected to be finalized? • Inclusive of information such as tuition, admission requirements, number of starts per year, etc.	April 1, 2024
	3	40.2	What is the expected availability of university stakeholders during the launch period?	University has specific staff committed full time to this project.
	4	40.2	What online programs will be launched in Fall 2024?	The final list of programs and courses will be available once the contract has been awarded.
	5	40.2	What online programs are expected to launch after the initial Fall 2024 date?	The final list of programs and courses will be available once the contract has been awarded.
	6	40.2	What are the exact dates that comprise "fiscal year 2025"? • Is it July 1, 2024 - June 30, 2025? • Or July 1, 2025 - June 30, 2026?	Fiscal year 2025 is from July 1, 2024 through June 30, 2025.
	7	40.2	Are the enrollment goals agnostic of degree level and program? • Or are there specific targets within each degree level and subject area segment?	The overall enrollment goals have not been aligned to any specific programs.
	8	40.2	Is the enrollment target the primary objective? • Or does the expected lifetime revenue from each student influence enrollment targets? • Where did the enrollment target stem from? Meaning, how was the target number of 3,000 new students in 4 years determined?	Based on a market analysis from the online program management partner and university staff. Overall goal based on University enrollment goals. Enrollment and completion are the priority, not revenue maximization.
	9	40.2	Does KSU have a budget in mind? Or is KSU seeking budget recommendations in the proposal?	Budget should be proposed by the vendor based on the scope of work and enrollment goals outlined in the RFP.
	10	40.2	Is KSU looking for a partner to provide the audit/strategy/consulting engagement AND the execution, or just the former?	See scope of work in the RFP.
SimpsonScarborough				
	1	40.2	Has a budget been identified for the scope of this project?	Budget should be proposed by the vendor based on the scope of work and enrollment goals outlined in the RFP.
	2	20.1	What is the role that the online program management that you have partnered with will play in regard to the scope of work?	The lead from our online partner as well as the KSU Director of Online will be primary points of contact and management. The successful vendor will be required to coordinate heavily with both.
AllCampus				
	1	40.2	Can the University specify the online programs it intends to develop and launch, specifying the degree level (BA/BS, MA/MS, etc.), 40.2 field (e.g., Accounting), and target first start date (e.g., Fall 2025)?	The final list of programs and courses will be available once the contract has been awarded.
	2	40.2	What is the University's annual budget for this project?	We are looking for each provider to submit their best plan to achieve the stated enrollment goals, which includes the budget they deem necessary to achieve those goals.

	3	40.2	Can the University share current and historical online student enrollment data, specifically, the number of new students and total enrollees at each degree level for the past three academic years?	KSU online is a clean slate and any plan should be considered from a ground-up perspective.
	4	40.2	Does the University require any instructional design services? If so, please describe in as much detail as possible (number of courses, timeline for development, new builds vs. refreshes, etc.)?	No, these services are covered by our online partner.
	5	40.2	If the University does not require instructional design services, does it have a detailed plan and timeline for course development? If so, can the the University share it? If not, when will such a plan be developed?	The final list of programs and courses will be available once the contract has been awarded.
	6	40.2	Does the University currently work with any vendors that provide the requested services? If so, are these vendors invited to respond to the RFP? If so, why is the University issuing an RFP?	Some of the services for this RFP are currently being provided on a smaller scale by our online partner. The size and scope of the enrollment goals require a new RFP to be issued for these expanded services.
	7	40.2	The University specifies enrollment goals for online students. Can the University clarify if these enrollment targets are total students or new starts? Does the University have specific goals by degree level?	The specified enrollment numbers are a building cumulative count of active students. 3,000 is the stated goal.
	8	NA	Will the University share all the answers to vendors' submitted questions?	Yes, all questions submitted are posted as an addendum to the University's website. The vendor identities will not be disclosed.
	9	40.2	What CRM, application system, and LMS does the University use?	The university is currently vetting CRM options. The KSU online program will use the Canvas LMS.