

**RFP NO: RFP18-064 DATE: DECEMBER 1, 2017**

**BUYER: Kelly Sloan, Purchasing Manager PHONE: (816) 271-4465**

**ADDENDUM #1**

FUNDING DEPARTMENT: CRAIG SCHOOL OF BUSINESS

EQUIPMENT/SERVICES REQUESTED: MARKETING FOR CRAIG SCHOOL OF BUSINESS

**PLEASE NOTE: SEE BELOW FOR CLARIFICATIONS AND ADDITIONAL INFORMATION: PLEASE SUBMIT THIS INITIALED ADDENDUM WITH YOUR BID RESPONSE.**

* **Does Missouri Western State University currently use a marketing automation tool, such as Marketo?**
  + We do not use Marketo, but we do run an engagement marketing email platform through the efforts in Enrollment Management.
* **Is this RFP geared towards marketing services that support the enrollment of traditional first-time freshman or transfer students, or is it geared towards degree completion for adult learners?** 
  + The primary goal is to increase enrollment specific to the Craig School of Business. The priority is for undergrad FTFT. However, we do have graduate programs in the school.

If the proposal is geared towards adult learners:

* **If you were to look back across the last 5 years, do you have a minimum of 1,400 historical student or completed applicant records?**
  + No
* **Do you find that you are enrolling candidates outside your state in your graduate programs? If so, which states and which programs?**
  + Yes. Data not available at this time
* **Do you have an interest in enrolling international students? If so, what are your goals for international enrollment and for what programs?**
  + We will begin Fall 2018
* **Do you have fully online graduate-level programs and are you authorized to enroll students residing in out-of-state markets in these programs?**
  + Yes
* **May companies outside the USA submit a proposal? Would there be meetings on site? Can we perform the tasks outside the USA?**
  + As a State agency we normally give preference to vendors from Missouri first, then preference to US based vendors. Also we do expect periodic fact to face meeting during the execution of the contract
* **Would you be interested in a marketing software that covers many of the points listed in the RFP?**
  + No, we are interested in more than just software
* **Regarding #4:** **Facilitate the implementation of a marketing automation tool that leverages analytics, behavioral scoring, branded content and more to engage leads through nurture campaigns and generate conversions. This includes the creation of a branded email template and the management of 300 leads in the platform.**
  + - **Does Western Missouri State University / Craig School of Business already have a preferred marketing automation platform or are they open to recommendations?**
  + We are open to recommendations
    - **Implementation of a marketing automation platform will involve several factors. Does MWSU have a desired launch date for the nurture campaigns?**
  + February 2018
* **Budget:** **Could you share the budget the Craig School of Business has set for the initial 6-month term and fiscal year 2019?**
  + We will share this with the vendor once they have been selected
* **Current Agency:** **Does the Craig School of Business currently work with an agency for the initiatives outlined in the RFP? If so, is the current agency defending?**
  + We are not currently working with an agency
* **Regarding #8:** **Provide support in the development of 15- and/or 30-second TV/video commercials for the undergraduate program. Could you please elaborate? Would “support” include recommendations, storyboarding and scripts? Or also actual shooting video and post edit?** 
  + Complete production
* **May we submit a proposal via email?**
  + No, responses must be postmarked by Friday, December 8th and received in Purchasing no later than 2:00pm. Include one (1) original plus four (4) copies of all proposal submission materials for a total of five (5) hard copy documents
* **The way I read this RFP is you are looking for two key items, lead generation and creative.  Is it under consideration to break these two items into two separate RFP's or to award two companies under this one?**
  + No, not at this time

THIS ADDENDUM IS HEREBY CONSIDERED TO BE A PART OF THE ORIGINAL BID SPECIFICATIONS AND NEEDS TO BE INITIALED AND RETURNED WITH YOUR BID IN ORDER TO BE CONSIDERED.