



*North Carolina A&T State University
1601 E. Market Street
Greensboro, North Carolina 27411*

IMPORTANT BID ADDENDUM

FAILURE TO RETURN THIS BID ADDENDUM IN ACCORDANCE WITH INSTRUCTIONS MAY SUBJECT YOUR BID TO REJECTION ON THE AFFECTED ITEM(S).

**RFP Number: 59-
P2407**

SOLICITATION: Digital
Marketing Services Ag
MBA

ADDENDUM Number: 1

USING AGENCY: **North Carolina A&T State University**

PURCHASER:

OPENING DATE/TIME: **3/20/26 3:00 PM EST**

INFORMATION

This **addendum** serves to answer questions from vendors. All proposed questions lead in bold with responses immediately following.

Please define your target audience. What first-party data (CRM, inquiry lists, applicant data, etc.) will be available to the agency, and is it permissioned for paid media activation (including retargeting and look-alikes)?

The primary target audience for the Double Master's Degree in Agricultural and Environmental Sciences and the MBA program includes:

- Early-career professionals working in agriculture, agribusiness, food systems, sustainability, and environmental management
- Mid-career professionals seeking leadership advancement within the agricultural and food industry
- Recent graduates with bachelor's degrees in agriculture, environmental science, biology, business, or related fields seeking dual graduate credentials
- Employees of agricultural companies, government agencies, and nonprofit organizations
- International applicants interested in agribusiness leadership

First-party data available for marketing activation may include:

- Graduate program inquiry lists
- Previous applicants to CAES graduate programs
- Prospective student lists from university recruitment initiatives
- Event registrants and webinar participants
- CRM inquiry data generated through program landing pages

Use of this data for paid media activation, retargeting, and look-alike audiences will comply with university data governance and privacy policies.

Are there specific enrollment periods or campaign windows where performance pressure is highest and more aggressive optimization or experimentation is expected?

Yes. The most critical recruitment windows include:

- September–December: Early awareness and inquiry generation
- January–March: Application conversion and recruitment events
- April–June: Final application push and decision support

Marketing efforts should be intensified during the January–March period, when application completion and enrollment commitments are most likely to occur.

Section 3.4.3, Page 11: What is the current channel allocation mix? Are there any channels or asset types that are not open to consideration for the proposed marketing strategy?

The university anticipates a multi-channel digital marketing strategy that may include:

- Paid search advertising
- Social media advertising
- Retargeting campaigns
- Email marketing and automation
- Program landing pages
- Webinar and virtual event promotion
- Organic social media promotion
- University website placements

No channels are currently excluded from consideration. Vendors are encouraged to recommend the most effective mix based on program goals and target audiences.

Section 5.2.D, Page 17: To what extent is creative development expected under this contract versus adaptation and trafficking of existing assets?

The vendor is expected to provide:

- Adaptation and optimization of existing university marketing assets
- Development of digital advertising creatives
- Campaign messaging aligned with program positioning
- Landing page content recommendations
- Creative variations for A/B testing

The university may provide existing photography, branding elements, and program information for use in creative development.

Section 5.2.F, Page 18: Please provide additional information for specifically what the agency is responsible for and what will be in collaboration with the college

Vendor Responsibilities

- Digital advertising strategy and campaign management
- AI-enabled marketing automation workflows
- Campaign optimization and performance analytics
- Digital inquiry capture and routing systems
- Recruitment event promotion
- Lead generation and conversion optimization

University Responsibilities

- Admissions processing
- Program content expertise
- Faculty participation in recruitment events
- Final creative approvals
- Student support and advising
- Institutional marketing coordination

Most activities will occur through collaborative planning with the College of Agriculture and Environmental Sciences and the university communications team.

Section 4. 5.2.E, Page 18: How is the college currently managing Customer Service & Engagement Support? What components of the tech stack do you require the vendor provide vs vendor integration with existing platforms? Are there any platforms you require we use (reporting, ad management, etc.)?

Prospective student communications are currently managed through:

- University admissions communication channels
- Email communication systems
- Program-specific recruitment outreach
- Web inquiry forms

The vendor may integrate with these systems to support:

- automated inquiry responses
- lead nurturing workflows
- chatbot or AI-assistant interactions
- escalation to university staff when needed

Section 3.4.4, Page 11: Does the college have a CRM system and/or other marketing automation systems that it is currently utilizing? If so, which one(s)? Is the college looking for comprehensive management and execution from the agency or integration/collaboration with the college’s internal team, platform, etc.

The university utilizes enterprise student information and recruitment systems to manage student inquiries and applications. The selected vendor will be expected to integrate with existing university systems rather than replace them.

Marketing automation workflows may be implemented through integrations with:

- CRM systems
- email platforms
- admissions systems
- digital advertising platforms.

3.4.5, Page 11-12: How do you define ‘Inquiries’, as referenced in the Evaluation Criteria- Reporting, Analytics, and Performance Measurement?

An **inquiry** is defined as a prospective student who provides contact information indicating interest in the program through:

- Program inquiry forms
- Digital advertising landing pages
- Recruitment event registrations
- Webinar registrations
- Email subscription forms

These leads are considered the top-of-funnel conversion metric.

a. How are the various KPIs weighted when evaluating success (inquiries, applications, enrollments, etc.)?

Success will be evaluated across the enrollment funnel:

KPI	Approximate Weight
Qualified inquiries	35%
Completed applications	35%
Admitted students	15%
Enrolled students	15%

The primary focus is building a sustainable inquiry pipeline that converts to applications and enrollments.

b. What stages of the user conversion journey are trackable/can be attributed to digital media (i.e. how far down the funnel can we tag)? What attribution model is currently used to measure inquiry-to-application and inquiry-to-enrollment performance?

The university can track:

- Inquiry generation
- Application submission
- Admission decisions
- Enrollment confirmation

Digital attribution will rely on:

- campaign tracking parameters
- CRM integration
- marketing automation reporting
- analytics platforms.

Section 3.4, Page 12: What is the total anticipated budget for media spend and vendor management fees?

Budget spend is not disclosed.

a. Attachment A, Page 22: Is the pricing referenced in the 2 Year Proposal Pricing Sheet inclusive of media costs or is this solely for vendor management fees?

All inclusive pricing should be presented on the pricing sheet showing costs for Year 1 and costs for Year 2

What geographic markets are considered priority recruitment areas?

Priority recruitment markets include:

- North Carolina
- Southeastern United States
- Major agricultural states nationally
- International markets with interest in agribusiness education

Special focus will be placed on regions with strong agriculture and agribusiness industries.

Can the university share historical data on: Lead volume; Applications; and Enrollment conversion rates?

Because the **Double Master's program is newly launched**, historical data is limited. However, comparable graduate program recruitment data may be shared during implementation to support modeling and optimization.

What CRM and marketing automation systems are currently used to manage inquiries and applicants?

The University currently utilizes Slate (Technolutions) as the primary admissions CRM platform for prospective student inquiry management, application processing, and communications (The Graduate College is migrating to Slate as well)

Are existing digital campaigns already in place for the program?

Some preliminary marketing efforts may exist, including:

- program webpage content
- initial promotional materials
- internal communications to partner organizations

The vendor will assist with building a comprehensive digital marketing campaign.

What annual marketing budget has been allocated to support this program?

Budget spend is not disclosed.

What portion of the budget is dedicated to paid media?

Budget spend is not disclosed.

Will vendors have the ability to recommend or implement improvements to program landing pages?

Yes. Vendors may recommend improvements to program landing pages to improve:

- conversion rates
- inquiry capture
- messaging clarity
- SEO performance.

What analytics platforms are currently in use (Google Analytics, CRM reporting, etc.)?

The university utilizes standard analytics platforms including:

- Google Analytics
- website analytics tools
- CRM reporting systems.

Can the selected vendor integrate with existing CRM systems to provide closed-loop reporting from lead to enrollment?

Yes. The vendor should support closed-loop reporting where feasible, connecting:

Digital marketing activity → inquiries → applications → enrollment.

Are there existing data governance or security requirements vendors must meet?

All vendors must comply with:

- FERPA regulations
- university data security policies
- state IT security requirements
- responsible use of student data.

Q1: Section 5.2-C, Page #17:

Marketing: Does the University anticipate providing a separate advertising budget for paid media campaigns, or should vendors include estimated advertising spend within their proposal pricing?

All inclusive pricing should be presented on the pricing sheet showing costs for Year 1 and costs for Year 2

Q2: Section 5.2-C, Page #17:

Enrollment Funnel: Will the vendor have access to historical admissions or recruitment data to support predictive modeling and campaign optimization?

Yes. Selected vendors may receive aggregated admissions data necessary to optimize campaigns, subject to university data governance policies.

Q3: Section 5.2-D, Page #17:

Distribution: Are there third-party platforms or industry publications used to promote this and/or other master level programs for the university?

Graduate program promotion may include:

- higher education advertising platforms
- industry publications
- digital recruitment networks
- professional associations.

Q4: Section 5.2-E, Page #18:

Customer Service & Engagement Support: Please describe the current systems used by the University to manage prospective student communications (e.g., CRM, admissions platforms, ticketing systems). What systems will the selected vendor need to interface with to support escalation workflows to University staff?

The University currently utilizes Slate (Technolutions) as the primary admissions CRM platform for prospective student inquiry management, application processing, and communications (The Graduate College is migrating to Slate as well). Additional internal systems may be used by program staff for communication and coordination as needed.

The selected vendor should be prepared to support workflows that allow for the capture of prospective student inquiries, engagement tracking, and escalation of inquiries requiring University staff follow-up. This may include integration or data exchange with the University's CRM and related communication systems.

Vendors should clearly describe how their proposed inquiry management and engagement platform will:

- Capture and track prospective student inquiries and engagement activity
- Route inquiries that require academic or admissions staff intervention
- Integrate with or export data to University systems such as Slate or comparable CRM platforms
- Maintain appropriate data security, privacy, and institutional ownership of student data

The University is open to vendor-hosted engagement tools, provided that the proposed solution supports secure integration, reporting, and data sharing with University systems and personnel.

Q5: Section 5.2-E, Page #18:

Audience: Can the University provide a profile of the ideal candidate for the Ag MBA program, and clarify whether the program is primarily designed for working professionals, recent graduates, or a mix of both audiences?

The ideal candidate is:

- a working professional or recent graduate
- interested in leadership roles in agriculture or agribusiness
- seeking interdisciplinary training combining business and agricultural expertise.

Q6: Section 5.2-F, Page #18:

Virtual Recruitment Events: If in-person or hybrid recruitment events are included in the scope, what level of operational and logistical support is expected from the vendor? For example, should the vendor be responsible only for marketing and registration management, or also for event production, AV coordination, staffing, and venue setup?

Vendor responsibilities

The vendor will support:

- event promotion
- digital registration management
- marketing communications
- post-event lead follow-up.

The university will provide:

- faculty presenters
- admissions representatives
- program leadership speakers.

Q7: Section 5.2-F, Page #18:

Virtual Recruitment Events: Will recruitment event presenters (faculty, admissions staff, program leadership) be provided by the University, or is the vendor expected to provide event hosts or speakers?

University faculty, admissions staff, and program leadership will serve as the primary presenters for virtual recruitment events, as they are best positioned to speak to the academic program, curriculum, and student experience.

The selected vendor will be responsible for supporting the planning, promotion, coordination, and technical management of these events. This may include event platform management, marketing and registration support, moderation, analytics, and post-event follow-up communications.

Vendors may propose additional event facilitation or hosting support if appropriate; however, academic program content and program representation will remain the responsibility of University personnel.

Q8: Section 5.2-H, Page #18:

Systems, Hosting, Automation: Does the University require that technology platforms supporting this project be hosted within University-managed infrastructure, or are vendor-hosted cloud platforms (e.g., AWS, Azure, Google Cloud) acceptable?

Vendor-hosted cloud platforms are acceptable for the systems supporting this project, provided that they meet industry standards for security, reliability, and data protection.

The vendor must clearly describe the hosting environment (e.g., AWS, Azure, Google Cloud, or comparable platforms), including data security protocols, user access controls, and compliance with applicable privacy and security standards.

Any systems used must also allow for appropriate integration with University processes and ensure that institutional data ownership and confidentiality are maintained.

Did NC A&T evaluate solutions that could meet its requirements through vendor presentations leading up to the RFP release? If so, what types and names of solutions and vendors were evaluated.

No response provided

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? North Carolina State Procurement mandates services that exceed certain thresholds to be bid out. **Are there different / new services you'd like a new vendor to provide?** Services desired are outlined in the RFP document

If a vendor currently provides services to the University under an existing master agreement that governs all programs, would the University be agreeable—if the vendor is selected for award—to contracting under the vendor's standard order form incorporating that existing master agreement by reference, with the understanding that submission of an RFP response does not constitute acceptance of the RFP's terms and conditions and that final terms would be subject to good-faith negotiation if needed?

Not Applicable

Do you expect CRM integration with this engagement?

Yes, CRM integration is expected where feasible.

Do you want email nurturing streams included in this service?

Yes. Email nurturing campaigns are expected to support the recruitment funnel.

Has NCA&T 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? Does this include pass through costs?

Budget spend is not disclosed. Any costs associated with the proposal presented should be included in the pricing submission for Year 1 and Year 2 as all inclusive.

QUESTION 1 Reference: Section 5.2B — Experience and Qualifications, Page 16

The RFP requires vendors to discuss experience with land grant institutions or HBCUs and provide a minimum of two prior projects with higher education institutions providing similar services. Our question: Does NC A&T require that these reference projects be exclusively from accredited degree-granting higher education institutions, or will the evaluators also consider comparable engagements from adjacent sectors — such as professional certification programs, workforce development organizations, graduate-level professional associations, or adult learner platforms — where the vendor demonstrated measurable outcomes in audience segmentation, lead nurture, and enrollment or conversion marketing for adult professionals? We ask in the interest of presenting our most relevant and representative body of work for the evaluation committee's consideration.

We need to see experience with land grant institutions or HBCUs to show experience with higher education institutions providing similar services.

QUESTION 2 Reference: Section 5.2E — Customer Service & Engagement Support, Page 18 / Section 4.1 — Pricing, Page 13

The RFP requires vendors to provide inquiry management services including online chat, digital inquiry response, escalation and routing workflows, and tracking of inquiries and follow-up actions. To allow vendors to provide the most accurate all-inclusive pricing and propose the most operationally sound approach: Does NC A&T currently utilize a student CRM or enrollment management platform (such as Salesforce Education Cloud, Slate, TargetX, or similar) for prospective student inquiry tracking and management? If so, will the selected vendor be expected to integrate with that existing institutional system, or are vendors expected to provision,

host, and maintain a standalone inquiry management platform as a component of their proposed services and pricing?

The University currently utilizes Slate (Technolutions) as the primary admissions CRM platform for prospective student inquiry management, application processing, and communications (The Graduate College is migrating to Slate as well). Additional internal systems may be used by program staff for communication and coordination as needed.

Any systems used must also allow for appropriate integration with University processes and ensure that institutional data ownership and confidentiality are maintained.

QUESTION 3 Reference: Section 5.2I — Project Management & Implementation, Page 19 / Section 6.5 — Acceptance of Work, Page 20

The RFP identifies enrollment targets of 10 students by end of Year One (2026–2027) and 20 students by end of Year Two (2027–2028) as performance benchmarks for contract renewal and acceptance of work. As this is a newly launched program — the first double master's degree in NC A&T's history — enrollment outcomes will be influenced by a range of institutional factors beyond the vendor's direct control, including admissions processing timelines, financial aid availability, faculty and program capacity, and prospective student eligibility. Our question: How does NC A&T intend to differentiate between shortfalls attributable to marketing performance versus those attributable to institutional or operational factors? Will a shared accountability framework, baseline conversion benchmarks, or mutually agreed-upon KPIs be established during the contract kickoff period to clarify each party's responsibilities in relation to enrollment outcomes?

Yes

Is there an established budget range for this engagement?

Budget spend is not disclosed.

What is the anticipated media budget?

Budget spend is not disclosed.

Should proposed pricing separate agency service fees from media/advertising spend, or does the University expect a single all-inclusive figure?

Any costs associated with the proposal presented should be included in the pricing submission for Year 1 and Year 2 as all inclusive.

Has the University previously engaged a marketing agency or vendor for enrollment marketing for this program or other graduate programs? If so, can you describe what went well and what could be improved?

Yes, we currently use a marketing agency, they provide great graphics, AI integration, and great graphics.

What enrollment marketing activities, if any, have been conducted for the Ag MBA program since its Spring 2026 launch? Are there existing campaigns, landing pages, or digital assets currently in use?

Yes we currently use digital marketing and yes there is a current one in use.

What is the current inquiry and application volume for the program, and how many students are currently enrolled?

No response provided

What CRM or student information system does the University use for admissions (e.g., Slate, Banner, etc.), and what level of vendor integration or access will be provided?

The University currently utilizes Slate (Technolutions) as the primary admissions CRM platform for prospective student inquiry management, application processing, and communications (The Graduate College is migrating to Slate as well). Additional internal systems may be used by program staff for communication and coordination as needed.

Any systems used must also allow for appropriate integration with University processes and ensure that institutional data ownership and confidentiality are maintained.

Regarding inquiry management and online chat capabilities (Section 5.2E): Is the University expecting the vendor to directly respond to prospective student inquiries on its behalf, or to provide the technology platform and workflows while University staff handle responses?

Yes

What is the University's content approval process, and who are the key stakeholders involved in reviewing and approving marketing materials?

No response provided

Does the University have existing photography, video assets, or testimonials available for the vendor to use in campaign development?

Yes

Is the expectation that the vendor you hire will handle creative development, or will creative development be done in-house?

Yes, the vendor will handle

Could you elaborate on the scope of "Development and management of live, virtual, and evergreen recruitment events"?

The proposed marketing and automation implementation described in the **Double Masters Ag MBA digital marketing proposal** includes:

- AI-assistant automation workflows
- CRM integration
- marketing campaign development
- analytics reporting
- recruitment workflow automation

Double Masters Ag MBA Fall 2026...

These systems are intended to support lead generation, inquiry management, and enrollment pipeline development for the program.

Section 5.2I asks vendors to propose guarantees if Year Two enrollment targets are not met. Can the University clarify what types of guarantees it considers reasonable? And will the University commit to defined response times, admissions processing benchmarks, or other institutional actions that directly affect conversion rates?

The scope of work is asking the vendor to present any guarantees that are deemed viable from the vendor's experience and expertise that would be applicable and under what conditions.

Is there any preference given to North Carolina-based vendors or firms registered as Historically Underutilized Businesses?

It is a consideration but not a requirement. The rubric does not allocate points for being a HUB vendor.

What data security or compliance requirements apply to the handling of prospective student information (e.g., FERPA, specific University IT policies)?

All vendors must comply with:

- FERPA
- university IT policies
- secure data handling protocols
- responsible storage of student data.