

 <p>1533 SOUTH MAIN STREET WINSTON-SALEM, NC 27127</p>	ADDENDUM #1: Questions & Responses
	RFP 62-00426 Digital Marketing Management
	Commodity: 801716 Publicity and Marketing Support Services
	Using Agency Name: UNC School of the Arts
	Date: October 4, 2024

The following are answers to the written questions that were submitted on or before the **September 30, 2024 (5PM ET)** deadline.

Reference	Vendor Question	Response
RFP Section 5.0. Page #15	How do you currently evaluate the quality of prospective students? How much importance is placed on each of the following: High School grades, coursework and test scores; the Audition, other criteria (and what other criteria is used, if any). What would “elevated” quality of students look like specifically for UNCSA?	Faculty evaluate the quality of students based on audition, interview, grades, test scores and references. Each conservatory dean has their own benchmarks for these parameters.
RFP Section 5.0. Page #15/16	When comparing UNCSA to Julliard or NYU, what is holding UNCSA back from equaling the reputation of these institutions?	Location. Put The Julliard or NYU in Winston-Salem and see what happens 😊 The microcosm of the world that is NYC plays a large role in their attractiveness to students and faculty alike. Likewise, having more varied, renowned faculty will help develop the reputation further.
RFP Section 5.0. Page #15/16	For prospective students, what are the top 2to 5 “reasons to attend” UNCSA?	Size (small) Cost (affordable, public) Faculty/instructors (well known in the industry) Friends/influencers (reputation)
RFP Section 5.0. Page #15/16	Can you provide any existing primary research on your core audience and brand, or will all-new research be required?	The current recruitment brand guidelines can be found here . All new research is not needed at this time; however, knowledge of current trends in higher education enrollment in general is preferred.
RFP Section 5.0. Page #15/16	In terms of student growth, which segment is more heavily weighted in importance: High school, undergrad, or graduate-level students? Are you recruiting for all three segments currently?	Undergraduate is primary followed by graduate, then high school. Yes, we recruit for all three now.

RFP Section 5.0. Page #15/16	Can you share the average annual cost of attendance for each program?	Costs and fees can be found here .
RFP Section 5.0. Page #15/16	Can you share when the next “preview day” will be? Do you have an attendance goal for each of these events?	Those dates have not been confirmed. Most preview days are small by design and fill quickly.
RFP Section 5.0. Page #15/16	What percentage of users who create an account go onto apply? What percentage of applications do you accept?	Data is currently unavailable.
RFP Section 5.0. Page #15/16	Are there specific types of students you want to further increase (music, film, dance, etc.)	Yes, music (UG/GR), design and production (GR/UG), filmmaking (UG/GR), dance, drama—in that order with emphasis on the first three.
RFP Section 2.4. Page #5	How soon after receiving submissions do you expect to make your selection of agency partner?	By November 30, 2024
RFP Section 2.4. Page #5	When do you expect, or want, your campaign to launch?	January – March for application push; use spring and summer to prepare for full recruitment cycle strategy development
Scope of work, page 13	Have you previously had a digital agency or did you do digital in-house?	We had a digital agency when we updated our website (2016-2018); brought in house (2018-2022); media buyer (2021-2022); back in house (2022 to present)
Scope of work, page 13	Are fees included in the \$100,000—\$125,000 budget mentioned or is that amount only media spend?	We'd like to have costs given on their own regardless of spend. It's possible it could be part of the spend now, but not later. We need the true cost of the services.
Scope of work, page 13	What is your current in-state/out of state enrollment ratio?	50:50 roughly due to special dispensation from the system; other NC system schools skew higher in-state; The UNC System has a policy that limits out-of-state enrollment to 18% of first-year students at most campuses.
Scope of work, page 13	Should the media budget be split evenly between the 5 conservatories (\$25-30K each) OR are there some with higher priorities than others?	No, it should not be split evenly; it is typically split based on enrollment needs (equity).
General	Can you provide target recruitment markets by conservatory?	All conservatories pull from NC/Southeast (TN, VA, SC, GA, FL) Filmmaking/Drama: NY, LA, SF, SD, Houston, Chicago, Atlanta, Pittsburgh, Philadelphia, Boston Dance: Southeast, NY, PA, FL Drama: Southeast, NY, PA, Boston
General	Is this proposal for undergraduate and graduate? If both, how should the proposed strategies be split?	Yes, but the quote can be given for undergraduate as the primary audience for all conservatories

2.5 Pre-Proposal Zoom Meeting	Can we please gain a copy of the recorded Zoom meeting from September 25 th 2024 @ 1:45pm ET?	RFP 62-00426 Pre-Proposal Zoom Meeting
4.1 Pricing	What is the total budget or budget range identified for this project?	TBD
4.1 Pricing	What is UNCSCA's existing ad spend budget? Or an average of the last 5 years?	Digital ad spend has been \$125k-300k depending on budget allocation from state/legislature. Current 2024/25 spend dollars is \$125k.
4.1 Pricing	Development of digital strategy for 5 conservatories' were mentioned, will each have their own separate budget/campaign or is there the expectation that all 5 strategies work under one combined budget?	The entire budget is approximately \$125k for spend split among the 5 conservatories based on need—which Marketing Director determines. It could shift/change based on strategy proposed by agency.
4.1 Pricing	Is there a current incumbent agency? If so, are you able to confirm who the incumbent agency is? Did they suggest an open enrollment strategy only or annual strategy?	NO
5.2 Scope of Work	Who does the school consider their top 3-5 competitors within their service area for each conservatory?	NYU, SCAD, UNCG, & USC
5.2 Scope of Work	What CRM does UNCSCA currently use?	Slate
5.2 Scope of Work	How will UNCSCA define success for the project? <i>Increase in inquiries, applications submitted/enrollment?</i> Will this be related to the number of leads captured, impressions, etc?	All of the above; we have lead data from past years that we can use for comparison, but the focus will be on applications submitted.
5.2 Scope of Work	Is UNCSCA able to share any insights on their current lead generation process?	Digital marketing has afforded us brand awareness more so than direct applicants; for most conservatories, recruitment is heavily dependent on each conservatory admissions counselor's effectiveness and that of the faculty. And that varies by conservatory.
5.2 Scope of Work	What is their current population data on average applicants? If not available, if they can provide demographics of current UNCSCA students.	Survey data can be found here
5.2 Scope of Work	What are their current enrollment metrics and their goal enrollment metric(s)?	pop 1350+ currently; goal is being developed by provost; the goal of this RFP is to improve marketing to improve quality of applicants vs quantity of applicants
5.2 Scope of Work	What platforms is UNCSCA currently running paid search/ digital/ social advertising? Are we able to gain access to the AdWords to access? If so please add localiqads@gmail.com as read only;	Google Ads, Meta; and no access available at this time
5.2 Scope of Work	Do they have an active Google Analytics (GA) account? Meta Business Manager Account?	Yes, Yes
5.2 Scope of Work	Will the chosen vendor be allowed to access their GA account to support benchmarking and results measurement?	Yes

5.2 Scope of Work	What are their current conversion rates from inquiry to application?	Unknown currently
5.2 Scope of Work	Is UNCSEA open to modifications to landing pages to improve quality scores within search engines, SEO, and conversions?	Absolutely!
5.2 Scope of Work	What are the particular challenges or pain points in understanding the prospective student's journey that should be addressed?	Access. Inability to target by interest and age on platforms; inability to access email lists from known feeder schools; need creative ways to market to known feeder schools; our target audience is 13-17 primarily.
5.2 Scope of Work	Can UNCSEA provide insights into previous media buying strategies, including successes and challenges?	Not at this time
5.2 Scope of Work	Post campaign reporting expectations: What specific metrics or insights should the reports include?	CPA/L, Impressions, Reach, CTR, engagement metrics, ROI/ROAS (has been difficult to nail down because the 'product' is education/tuition)
2.9 Alternate Proposals	Who manages their site's search engine optimization? Do you currently have a current SEO strategy?	Digital Media team (part of Strategic Communications)
5.2 Scope of Work	Are there any limitations to the specific digital marketing channels that UNCSEA is able to leverage? For example, some state run entities are not permitted to utilize TikTok for organic or paid marketing efforts.	Not that I am aware of at this time. We are building an organic presence on TikTok via UGC of student ambassadors and our digital media team.

A signed copy of this addendum must be returned with your bid package. Failure to submit a signed copy of this addendum may result in rejection of your bid.

Signature

Date

Printed Name