



**WINSTON-SALEM**  
STATE UNIVERSITY

PURCHASING SERVICES

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## RFP# 74-WS2023-0034 Enrollment Marketing and Brand & Reputation Management Services

### ADDENDUM #3 – Question & Answer

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| 1 | Q | The RFP states: “Writing services: email communication flows for various audiences in the enrollment funnel and CRM (Slate)” – Will the vendor be required to work in Slate, or will the WSSU team handle that?  |
|   | A | The WSSU team will handle this portion. The vendor will not have to work in slate.   |
| 2 | Q | To better understand the requested services, could you please provide a breakdown of the tech stack you use regarding Admissions recruitment and enrollment?   |
|   | A | We use Slate as the CRM. We SundaySky to provide customized admission videos. Those are the only tech tools that we use that are directly related to the admissions process.   |
| 3 | Q | For landing pages, will the WSSU team implement them, or do you need any web development services for landing pages? If so, is there a chosen platform or are you open to options?   |
|   | A | We are asking the vendor for the content and design of the landing page. WSSU will do the integration into our current website.  |
| 4 | Q | For the paid media campaign components, what platform(s) do you currently use to deploy campaigns (OTT, digital, etc.)? Are you open to new platforms?   |
|   | A | We aren’t using any platforms currently. Yes, we are open to new platforms.  |
| 5 | Q | The final bullet point in the description of services is about “Graduate program consultation” and requires an audit and updates to assets. In the pre-bid meeting, it was mentioned that this proposal is for undergraduate enrollment only. Please confirm and/or clarify.   |
|   | A | We are not including the graduate consultation. This is for undergraduate only.  |
| 6 | Q | How many creative concepts were used for direct mail in the previous enrollment cycle?   |
|   | A | We did not do any direct mail in the previous cycle. But, given what we’d like to accomplish we anticipate that there will be at least 3-4 direct mail pieces for this campaign, e.g. Open House, Admitted Students Day, parent yield piece, Ram Rush (days for students to come to campus to take care of business). One design concept for each is sufficient. |

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| 7  | Q | How many students are you targeting at the top of the funnel?   |
|    | A | At a minimum 10,000. We anticipate that most of these will come from name buys which would significantly increase this number.  |
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| 8  | Q | When do you start outreach at the high school level (freshman/sophomores/juniors/seniors)?  |
|    | A | Traditionally, we have not put any specific efforts into targeting freshman or sophomores. We target juniors and seniors in the fall at the start of the recruitment cycle.   |
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| 9  | Q | In 5.3, there are Tasks/Deliverables that are not listed in the Pricing/Cost Proposal. How would you like for those items to be listed in the pricing? For example, Enrollment Communications Audit is listed as a Deliverable, but it is not listed on Attachment A: Pricing sheet. Additionally, there are also items listed in the Pricing/Cost Proposal that do not have supporting details in the Tasks/Deliverables section (some of the following questions are to clarify needs).   |
|    | A | Please include anything that is in section 5.3 in your price, even if it's not specifically listed on the price sheet if those things are included in your regular assessment for new clients. As an additional caveat however, this proposal should be about your recommended process to get us to our desired outcome, so if you don't normally include a communications audit in your process, then don't include that. We want your recommendation to get us to achieving our goals. You will not be penalized if every single piece is not included. Again, what's needed to get us to our desired outcomes. |
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| 10 | Q | Would you like the pricing listed per line item, or as a total cost per section?  |
|    | A | Total cost per section is fine.   |
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| 11 | Q | For "Brand Reputation and Crisis Management," do you have current tools you are looking to improve, or are you looking for new assets regarding "Crisis Management Guide," "Safety Uses Fact Sheets," and "Media Training Content"?   |
|    | A | Media Training content we do not have. That would be something new. We have a crisis communications guide that should be reviewed and updated if deemed necessary. This should be a comprehensive audit of how we're handling brand and crisis management. We are then looking for recommendations for tools and tactics that we need to implement to be more effective in this space.  |
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| 12 | Q | Under "Implementation & Support," you list On-Campus training, and training is also listed above within Enrollment Marketing Support and Brand Reputation & Crisis Management. How does the training differentiate in the "Admissions Tools" portion?   |
|    | A | Trainings include campus tour training and media training.  |
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| 13 | Q | For the "Tour Welcome Video," should we assume that our team is doing full production, or is that video one that we will leverage your internal team for production and editing of part/all of it?  |
|    | A | The internal team can be used for production. The vendor is being asked to assist with concepting and scripting.  |

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| 14 | Q | How many sessions are in the “Ask the Chancellor” Series?  |
|    | A | We haven’t set a specific number, but no more than 4.  |
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| 15 | Q | Is the Influencer/Alumni Program already established, or is that a new program?  |
|    | A | This is a new program.   |
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| 16 | Q | For the “In-Person Ambassador Tour Training,” are you looking for us to develop training material, and/or also execute the training for Ambassadors?   |
|    | A | Yes.   |
|    |   |  |
| 17 | Q | Regarding the “Alumni Microsite”: Is it a new site? Please confirm what should be included: is design, content, and development/implementation, and/or platform selection in scope?  |
|    | A | Yes. this is a new site. Content and design should be included. We will handle the implementation to our website.  |
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| 18 | Q | What are the metrics of success beyond increased enrollment targets? Which types of students are you seeing stagnation or decline in growth, if any? Which types of students do you prioritize and/or see as the best opportunity for growth? Can you share the breakdown outlined in your current strategy?   |
|    | A | Our primary metric is enrollment growth. Of course we’ll look at number of complete applications submitted and digital traffic, but primarily enrollment growth is key. I don’t believe there is any one specific type of student that we are seeing decline. Students that are interested in STEM areas are a large target. With our current state funding model, those programs generate the most revenue. We cannot share any current strategies. |
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| 19 | Q | To what extent are alumni called upon to market the university to prospective students? How are alumni networks activated for enrollment marketing purposes?   |
|    | A | Currently, we do not call on/activate alumni to assist with recruitment. Mostly they take it on themselves. We want to begin using them more in the recruitment process, but they need guidance and structure from the university.   |
|    |   |  |
| 20 | Q | Are you able to share information about your brand refresh? If not the results (brand book, messaging, etc.) can you discuss the process and how you arrived at the results? Was this research based? Were students/alumni involved?   |
|    | A | We started with focus group for our key stakeholder groups, prospective students, current students, faculty, staff, alumni, and BOT. We asked about what we’re doing well and what we could improve upon, and what they would like to see from a new brand concept. From there, we created three brand concepts for campus stakeholders to review. We took all of  |

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|    |   | the feedback to come to our final solution. We have the concept, the style guide, the messaging pillars and all of the foundational work for the new brand.   |
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| 21 | Q | Can you confirm when a vendor would need to share background check information? (During the RFP process or prior to beginning work?)  |
|    | A | The Background Check information would more than likely be required prior to the work beginning. This information might be requested during the RFP Evaluation process, should the Evaluation Team request that as part of the information they use during their evaluation of each proposal.   |
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| 22 | Q | What is the preferred mix of paid media with other tactical executions to meet enrollment targets?  |
|    | A | We are open to suggestion. We're asking the vendor to make this recommendation so that we get the desired results.  |
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| 23 | Q | Have you conducted research on prospective students and their influencers (family, guidance counselors, teachers and others) on what they seek in making higher education decisions? If so, may we have access to research results?   |
|    | A | Yes. We cannot share our research at this stage in the RFP.   |
|    |   |   |
| 24 | Q | What university attributes are most appealing to prospective and current students? Certain academic disciplines? Student experience outside the classroom? Access to alumni networks? Opportunities to engage with potential employers? Other?  |
|    | A | Affordability is a major draw for our university. We come in significantly less than other in-state schools. Our nursing program is also a huge draw for prospective students.  |
|    |   |   |
| 25 | Q | What are the challenges viewed as current roadblocks to enrollment growth?  |
|    | A | A lot of this boils down to marketing. We have not done anything to promote ourselves, so many of our prospects don't know about WSSU. This is why we're being very intentional about re-introducing ourselves.   |
|    |   |   |
| 26 | Q | Are there other purchases that have been made apart from the \$250k ad spend that will roll over into this work? Can you share the market breakdown of how this money is being allocated?   |
|    | A | Currently, there are no other "pre-purchases" on media. Tentatively, we've set the spend about 50/50. Brand Reputation: airport, billboard, newspaper (while not impactful this is a BIG deal to our BOT), display. Enrollment: Traditional (email , QR codes for direct mail), billboard, paid social, search, display, video (YouTube, OTT) |
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| 27 | Q | Would you be interested in a secondment opportunity? A visiting staff member to embed directly into campus work?  |
|    | A | No.   |
|    |   |   |
| 28 | Q | Can you share details on your historic enrollment data?   |
|    | A | <a href="https://www.wssu.edu/about/assessment-and-research/enrollment-and-degree-data.html">https://www.wssu.edu/about/assessment-and-research/enrollment-and-degree-data.html</a> |
|    |   |   |
| 29 | Q | How long has the institution been on Slate?   |
|    | A | We have not started yet. We plan to launch in January 2024.   |
|    |   |   |
| 30 | Q | Was the implementation done by an outside agency (Who?), or was it done with in-house personnel?  |
|    | A | We are using in-house personnel with the assistance of EdAdvancement  |
|    |   |   |
| 31 | Q | Has an audit been performed on the Slate instance? If so, when?   |
|    | A | No  |
|    |   |   |
| 32 | Q | When were the printed pieces produced?  |
|    | A | Within the past 5 years.  |
|    |   |   |
| 33 | Q | Are there existing e-communications within Slate, or Legacy system?   |
|    | A | Yes.  |
|    |   |   |
| 34 | Q | What length would you like the script for the welcome video to be? :30, 1:00, 5:00, other?  |
|    | A | No more than 5 minutes.   |
|    |   |   |
| 35 | Q | Will the university produce the video in house, or will it need assistance with video services?   |
|    | A | We have the potential to produce the video in-house depending on the teams workload. We are not opposed to outsourcing depending on the production needs and schedule.              |
|    |   |   |
| 36 | Q | Will the university be running its own inquiry/apply campaigns?   |
|    | A | Yes, but this should be in conjunction with the vendor.   |
|    |   |   |
| 37 | Q | Does the university need assistance in building the strategy for an in house campaign, or would it like a strategic campaign deployed for underclassmen and seniors externally?     |
|    | A | Strategic campaign for underclassman and seniors externally.  |
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| 38 | Q | Does the university plan to run the Social Media campaigns internally, or will it require assistance in the deployment, monitoring and reporting?                                   |

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|    | A | Yes, we will need assistance from the vendor.   |
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| 39 | Q | Does the university need assistance with printing of the designed admissions materials?   |
|    | A | No  |
|    |   |   |
| 40 | Q | Does the university have specific Swag that it is looking for, or is it looking for recommendations?                                |
|    | A | No. But if the vendor is recommending something specific for a campaign, we welcome that.   |
|    |   |   |
| 41 | Q | Does the university need assistance in procurement of new Swag and Fulfillment via Slate?   |
|    | A | No.   |
|    |   |   |
| 42 | Q | Are there specific Banners that the university is looking for? Sizes? Medium, ie. table covers, pop-ups, digital, etc? Usage?       |
|    | A | This should be in the vendors recommendation if it's warranted for their strategy.  |
|    |   |   |
| 43 | Q | Does the university desire to have the landpages built externally, within the university website, or built into Slate portals/RFIs? |
|    | A | The vendor should create the design and content. We will incorporate the pages into our current website.                            |
|    |   |   |
| 44 | Q | Does the university's definition of Paid Media include digital ads for SEM, SMM?  |
|    | A | Yes.  |
|    |   |   |
| 45 | Q | Is there an established budget/expectation for Paid Media? We cannot share budget details.  |
|    | A | The vendor should consider that spend that it feels will best accomplish the goal of enrollment increase.                           |
|    |   |   |
| 46 | Q | What has the budget been historically?  |
|    | A | N/A   |
|    |   |   |
| 47 | Q | Should the proposed budget and plan be local, regional, or national?  |
|    | A | All of the above.   |
|    |   |   |
| 48 | Q | Will the university need assistance in deployment and ad placement for paid media?  |
|    | A | Yes.  |
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| 49 | Q | TV/OTT – do we know spot lengths? :15, :30 or mix?  |
|    | A | A mix of both   |

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| 50 | Q | Out of Home (Billboards & Airport) – are there current contracts we need to work from?   |
|    | A | No, we are starting from scratch with everything.  |
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| 51 | Q | Digital – (Display, Video, Search, Remarketing) – Reporting expectations? Weekly, monthly, quarterly?  |
|    | A | We’d prefer every two weeks.   |
|    |   |  |
| 52 | Q | Timeline – What is the client’s budget calendar? Media calendar will be built out to reflect January 2024 – December 2024 unless otherwise requested     |
|    | A | January – December works.  |
|    |   |  |
| 53 | Q | How does the university prefer to set up the media billing process with the agency?  |
|    | A | We can pay for media directly.   |
|    |   |  |
| 54 | Q | 12 month-Budget – You mentioned \$250K but is it possible for us to ask or get a range to work within?   |
|    | A | That entire budget has been allotted for media.  |
|    |   |  |
| 55 | Q | Are there any 2024 media contacts will be asked to incorporate/takeover as part of the media strategy? Airport, billboards, or print contracts etc.?     |
|    | A | No   |
|    |   |  |
| 56 | Q | Are there any media “sacred cows”? Meaning are there any media tactics that we will be asked to incorporate no matter what?                              |
|    | A | Newspaper. While we know it’s not that effective, it’s a big deal to our chancellor and BOT.   |
|    |   |  |
| 57 | Q | What would you say is your best performing media tactic to date?   |
|    | A | Social media.  |
|    |   |  |
| 58 | Q | Does the university have specific KPI’s they would like to share?  |
|    | A | This is all very new. So we are establishing a baseline year. However, we are looking specifically at enrollment growth and increase in digital traffic. |
|    |   |  |
| 59 | Q | Can you specify media reporting expectations? Monthly? Quarterly?  |
|    | A | We’d prefer every two weeks.   |
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| 60 | Q | Can the university share any geographic data where they pull students from (city, state, etc)?  |
|    | A | Most of our students are coming from within the state of North Carolina. Additional hot spots are the DMV, Georgia, and Florida.  |
|    |   |   |
| 61 | Q | Student demographics (age, gender, race, geography)?  |
|    | A | <a href="https://www.wssu.edu/about/assessment-and-research/enrollment-and-degree-data.html">https://www.wssu.edu/about/assessment-and-research/enrollment-and-degree-data.html</a><br><a href="https://www.northcarolina.edu/impact/stats-data-reports/interactive-data-dashboards/">https://www.northcarolina.edu/impact/stats-data-reports/interactive-data-dashboards/</a><br><a href="https://www.northcarolina.edu/unc-system-fact-sheets/">https://www.northcarolina.edu/unc-system-fact-sheets/</a> |
|    |   |   |
| 62 | Q | Do you have certain programs/schools you would like to specially like to highlight and/or grow? If so, can you provide based on priority?   |
|    | A | Nursing and education.  |
|    |   |   |
| 63 | Q | Are there any pain points we should be aware of?  |
|    | A | No.   |
|    |   |   |
| 64 | Q | Will the university need printing/fulfillment assistance?   |
|    | A | Yes. We have vendors that we can use but open to others.  |
|    |   |   |
| 65 | Q | What is the Overview Document? Next steps?  |
|    | A | A document that gives a high-level overview of the university.  |
|    |   |   |
| 66 | Q | What are you looking for in a Photo-opp Document?   |
|    | A | Something that the student can take pictures with to post on social media.  |
|    |   |   |
| 67 | Q | Does the university have clearly defined audiences? Sophomore-Senior, transfer, grad populations, parent, alumni, etc.  |
|    | A | Yes.  |
|    |   |   |
| 68 | Q | Does the university have an existing packet that it has used, or materials that are a must for inclusion in the new packet?   |
|    | A | No, this would be completely new.   |
|    |   |   |
| 69 | Q | Does the Graduate School share the Slate Instance, have its own, or on another CRM?   |
|    | A | We are taking graduate programming out of this scope.   |
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| 70 | Q | What sort of recruitment activities has the university done for the graduate population?  |



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|    | A | We are taking graduate out of the scope.   |
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| 71 | Q | Will this be for the promotion (good news) of faculty/administration, or for recruitment of new staff?   |
|    | A | Mostly for sharing good news of current employees and students. Less for recruitment.  |
|    |   |  |
| 72 | Q | Is there an established budget/expectation for Paid Media?   |
|    | A | We have already purchased media.   |
|    |   |  |
| 73 | Q | What has the budget been historically? We've not had a set budget. It's been very piecemeal throughout the years.  |
|    | A | This is the first year in a while that we've had dedicated budget.   |
|    |   |  |
| 74 | Q | For all of the above items listed as deliverables, is legacy data available to determine direction and inform the campaign's strategy?   |
|    | A | No. Unfortunately until now there hasn't been any intentionality with tracking data.   |
|    |   |  |
| 75 | Q | What is the budget?  |
|    | A | We do not reveal the budget. The vendor should establish a plan that accomplishes the goals of the plan irrespective of the budget.  |
|    |   |  |
| 76 | Q | Do you see the project/budget as front loaded, with discovery, design, and implementation in a large project on the front and then maintenance after? Or do you see the relationship one to facilitate ongoing, incremental, and iterative improvement?  |
|    | A | We have been very careful to consider the needs of this project. We understand there will be a lot of work up front, but given the staff resources we have, we do anticipate having funds for ongoing maintenance until our team is able to maintain our recruitment and brand reputation work in-house. |
|    |   |  |
| 77 | Q | Do you have marketing students who would want to participate and are you open to that?   |
|    | A | Yes, we love student participation.  |
|    |   |  |
| 78 | Q | Do you have strong alumni network, and would they be willing to participate?   |
|    | A | Yes, we have a very strong alumni network. They are very willing to help, but we need to provide this with structure and guidance with regard to how to represent and recruit for the university.  |
|    |   |  |
| 79 | Q | Can you share the most recent strategy, campaign, and related tactics that did work, did not work?   |
|    | A | We have not done a campaign. This will be all new for us.  |
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| 80 | Q | What department developed the pre-established recruitment brand and can you share more about it (i.e. tag line or strategy)?   |

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|    | A | The Integrated Marketing and Communications Department developed the new brand campaign. We are not sharing the assets during the RFP process, but know that we have established all of the graphic elements, style guide, and messaging matrix.  |
|    |   |   |
| 81 | Q | Do you expect/anticipate that the paid media campaign placements for local TV, OTT, digital and social include videography/production?  |
|    | A | Yes.  |
|    |   |   |
| 82 | Q | In terms of writing services, about how many unique written communications (emails) are sent per year currently?  |
|    | A | We send numerous per year, but these are specifically referring to recruitment marketing emails. At a minimum there should be at least 20.  |
|    |   |   |
| 83 | Q | Similar to above, can you share more around the vision for videography/TV ad production. Assuming costs for production services be included in our cost structure?  |
|    | A | Videography costs are separate. We have an in-house videographer that can also be utilized to lower those costs. We'll use video for digital advertisement as well as our campus visit experience. Those two are the most urgent needs.   |
|    |   |   |
| 84 | Q | If the contract is effective for 3 years how does inflation get accounted for?  |
|    | A | We'll evaluate budget each year. WSSU will also take into account any change to the Consumer Price Index.   |
|    |   |   |
| 85 | Q | Can the proposal be hand delivered?   |
|    | A | Yes, any and all proposals you might want to submit can be hand delivered to WSSU Purchasing Services. Each proposal must be delivered in a sealed box or envelope with the following information indicated on the outside.<br>WSSU Purchasing Services<br>Attn: Ms. Willa Dean Scott<br>1604-B Lowery Street<br>Winston-Salem, NC 27110<br>RFP# 74-WS2023-0034 |
|    |   |   |
| 86 | Q | Is there an acceptable budget range for the marketing spending? Are there any historical spending numbers you can provide?  |
|    | A | We do not share budget numbers in the RFP process. We are looking for the vendor to establish the recommended campaign irrespective of the budget.  |
|    |   |   |
| 87 | Q | Does pricing need to include all marketing elements (i.e. printing, premiums/giveaways) or just the cost for the agency time? Creative, production, media monitoring, etc. services, media buying budgets, etc. shall be included in the pricing provided on the pricing grid?  |
|    | A | Just agency time.   |
|    |   |   |
| 88 | Q | Are there currently any media monitoring services used for the external digital or print communications   |

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|    | A | We use Meltwater.   |
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| 89 | Q | Are there current guidance counselor packets. How many counselors receive this information and when do they receive it?   |
|    | A | No, this is a new project.  |
|    |   |   |
| 90 | Q | Have the faculty and administration been selected/chosen for the focus of the thought leadership media placement?   |
|    | A | No.   |
|    |   |   |
| 91 | Q | What is the expectation for the contract manager and availability? 40 hours per week? As needed?  |
|    | A | As needed.  |
|    |   |   |
| 92 | Q | Customer Service role - what are the expectations? As needed?   |
|    | A | As needed.  |
|    |   |   |
| 93 | Q | Is there a goal for total cost reduction?   |
|    | A | No.   |
|    |   |   |
| 94 | Q | What is the format for this electronic report? Do you have a sample currently used for other projects?  |
|    | A | There is no specific format. The agency can make that determination.  |
|    |   |   |
| 95 | Q | What is the timeline to receive acceptable work? What is the proposed turnaround time for branded materials?  |
|    | A | The vendor should tell us what their expected timeline would be to accomplish the goals of the project. We know this is a heavy ask, so we are totally open to a phased approach. We need the vendor to make the recommendation for an acceptable timeline. |
|    |   |   |
| 96 | Q | Are other agencies or vendors involved in this work? If yes, who and for what aspects?  |
|    | A | No.   |
|    |   |   |
| 97 | Q | How many agencies have been sent the RFP and/or are submitting on this RFP?   |
|    | A | The RFP is on a public site. We don't send it out, agencies look for the bid opportunities.   |
|    |   |   |
| 98 | Q | Is the incumbent agency being considered?   |
|    | A | If they have done the proper submissions for the RFP they will be considered. I am not privy to all of the vendors that have applied at this point.   |
|    |   |   |
| 99 | Q | What agency or university department currently handles this work, and will there be overlap?  |
|    | A | The university's Integrated Marketing and Communications team handles this work. We work in partnership with our vendor, there is no overlap.   |
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| 100 | Q | What will the final decision be based on? Can you prioritize decision-making criteria?  |
|     | A | We take a wholistic approach to considering proposals. We want to make sure that we consider all aspects. It will not be based solely on one criterion. Please create the plan you think we need. |
|     |   |   |
| 101 | Q | Can you provide and define the primary and secondary targets for recruitment?   |
|     | A | Primary: high school juniors and seniors. Secondary: Parents of high school juniors and seniors.  |
|     |   |   |
| 102 | Q | Will Winston-Salem State University give preference to NC-based companies?  |
|     | A | No, everyone is evaluated equally.  |
|     |   |   |
| 103 | Q | Will Winston-Salem State University give preference to minority-owned and woman-owned businesses?   |
|     | A | No, everyone is evaluated equally.  |
|     |   |   |
| 104 | Q | Does Winston-Salem State University have an incumbent or preferred vendor in mind for this project?   |
|     | A | We have had vendors work on projects in these recruitment marketing space, but there is no preferred vendor.  |
|     |   |   |
| 105 | Q | What is prompting this search for a new supplier?   |
|     | A | We are being very intentional about elevating the university brand, and we need these services to accomplish that.  |
|     |   |   |
| 106 | Q | What is the budget allocated for this project?  |
|     | A | We do not reveal the budget in the RFP process. The vendor should create the project plan that they believe will id the university in achieve it's goals.   |
|     |   |   |
| 107 | Q | What has been Winston-Salem State University's media/advertising spend each of the last four years? Can you share with us a ballpark breakdown between traditional and digital media?             |
|     | A | We have not had any set budgets in these spaces. It's been very piecemeal. We haven't done anything of this magnitude, so unfortunately there isn't anything to compare it to.                    |
|     |   |   |
| 108 | Q | Who will be directing/leading the agency partner on a daily basis?  |
|     | A | The Chief Marketing and Communications Officer, Haley Gingles.  |
|     |   |   |
| 109 | Q | How has the ever-changing education landscape impacted your enrollment numbers?   |
|     | A | We have seen a recent decline in the past year, but feel that given HBCU interest we have great potential.  |
|     |   |   |
| 110 | Q | Who are your three biggest competitors at this time?  |
|     | A | North Carolina A&T, North Carolina Central, and UNC Greensboro.   |

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| 111 | Q | In your opinion, what is your biggest challenge right now?  |
|     | A | Establishing the WSSU brand in the market space. We have done little to no promotion of the university, so we have very little market share compared to the other universities in our area.   |
|     |   |   |
| 112 | Q | What strengths are important to you from your selected agency partner?  |
|     | A | We are looking for some that know higher education recruitment and can be a trusted advisor in that space. We also value partners that are willing to be on the ground to experience the culture of WSSU.   |
|     |   |   |
| 113 | Q | How many full-time employees do you currently have within your marketing team?  |
|     | A | 9   |
|     |   |   |
| 114 | Q | What do you feel your biggest competitive advantage is over your competitors?   |
|     | A | Affordability. Compared to other NC schools, WSSU is the best for the value.  |
|     |   |   |
| 115 | Q | Understanding that increased enrollment is a KPI, what are all of the KPI's for this campaign?  |
|     | A | Increased enrollment is the primary metric. Followed closely by an increase in applications and digital engagement.   |
|     |   |   |
| 116 | Q | Are you currently able to track leads from brand awareness all the way through graduation? If not, can you please provide insights into how far you are able to currently track conversions?  |
|     | A | Yes.  |
|     |   |   |
| 117 | Q | How current is your existing research? Are you willing to share research, data, and insights with offerors? Will there be any need to conduct new research?   |
|     | A | Our research is fairly current conducted within the last two years, some as recently as a few months ago. Yes, we can share research with the selected vendor. We feel there is no need for additional research at this time.   |
|     |   |   |
| 118 | Q | The RFP notes that WSSU has a pre-established recruitment brand, but that this new partner would be translating that through creative expression in different digital and print channels and executions. Can you say more about that recruitment brand and how it's currently documented? (Guidelines, "Big Idea," messaging pillars, styles, etc.)? Graphics for everything is already designed, have messaging pillars, style guides, colors, etc. This was done with another agency. |
|     | A | Yes, the new brand has been documented. We already have a style guide, messaging matrix, and brand pillars.   |
|     |   |   |
| 119 | Q | For the "graduate program consultation," can you share the extent to which current graduate enrollment marketing and recruitment is happening on a program-specific basis vs. overall graduate recruitment focused? Is there an appetite for more program-specific support at the graduate level and, if so, are there a certain number or set of graduate programs you'd like us to support?   |

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|     | A | We are removing graduate programming from the scope.   |
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| 120 | Q | As a brand and enrollment marketing agency, we do quite a bit of work in brand development and positioning as well as paid advertising and organic content strategy to shape perception. But PR and media relations is not our specialty – we typically subcontract one of several preferred PR partners. Is that arrangement – a lead agency subcontracting a PR partner – acceptable for this RFP?   |
|     | A | Yes. But, the vendor is responsible for the subcontractor and making sure the execute appropriately.   |
|     |   |  |
| 121 | Q | The Cost Proposal / Attachment A form mentions a number of services that go beyond what is described in the “Tasks / Deliverables” section of the Statement of Work. Can you clarify which section is the most accurate / most complete set of deliverables or service items you’re expecting? If it’s the Cost Proposal, is there an opportunity for us to ask for some additional information regarding the scale/scope of your expectations on those items? |
|     | A | Use the Tasks and Deliverables.  |
|     |   |  |
| 122 | Q | Can you say more about the “Intent to Enroll / Student Experience” expectation in the 2024 Enrollment Marketing Campaign support category of the scope? (Cost overview, page 32)   |
|     | A | We are looking for something to send to IE’d student to help encourage them to enroll at WSSU. Traditionally, this is some type of swag package.   |
|     |   |  |
| 123 | Q | Whether companies from Outside USA can apply for this? (like, from India or Canada)  |
|     | A | Yes, companies from outside the USA can apply.   |
|     |   |  |
| 124 | Q | Whether we need to come over there for meetings?   |
|     | A | Yes, you definitely would need to come here (USA) for meetings.  |
|     |   |  |
| 125 | Q | Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)  |
|     | A | We prefer the tasks be performed inside the USA.   |
|     |   |  |
| 126 | Q | Can we submit the proposals via email?   |
|     | A | No, the proposal cannot be submitted via e-mail.   |
|     |   |  |
| 127 | Q | What are the tangible metrics the university is seeking as a result of this enrollment/branding & marketing campaign?  |
|     | A | Our primary metric will be an increase in enrollment. We will also consider an increase in applications and web traffic.   |
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| 128 | Q | Are vendors allowed to gain data from various campus departments to help develop the marketing campaign materials? Is so, what are the procedures for contacting other departments and gathering the requested information?  |

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|     | A | Yes. This can also be done through the Integrated Marketing and Communications Department. We will schedule time for the vendor with other university departments.   |
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| 129 | Q | If the review committee has any questions about any part of a submitted proposal, how will those questions be submitted to the vendor, and what is the expected turnaround time for responding to any proposal questions?  |
|     | A | The questions will be submitted to the vendors via e-mail. We prefer a response to the questions within 24 hours of receiving them.  |
|     |   |  |
| 130 | Q | For marketing collateral creation (videos, social posts, podcasts, etc), are students, faculty, and staff available/allowed to participate? Also, if the WSSU marketing team available to assist with any campaign deliverables (videography, graphic design, etc.)? |
|     | A | Yes to both.   |
|     |   |  |
| 131 | Q | What is the submission and approval process for all marketing collateral created for the campaign? Who should all cratives be submitted to? Who gives the final approval.  |
|     | A | All collateral will be submitted to the Chief Marketing and Communications Officer, Haley Gingles. She will have final approval.   |
|     |   |  |