

## **STATE OF NORTH CAROLINA**

**North Carolina A&T State University**

**Request for Proposal #: 59-P2399**

**Digital Marketing Campaign and Enrollment Management**

**Date of Issue: 10/1/2025**

**Proposal Opening Date: 10/30/2025**

**At 3:00 PM ET**

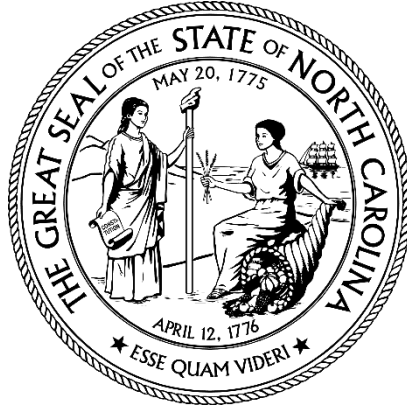
**Direct all inquiries concerning this RFP to:**

**Stephen W. Pass**

**Assistant Director of Procurement Services**

**Email: [swpass@ncat.edu](mailto:swpass@ncat.edu)**

**Phone: 336-285-2984**



## STATE OF NORTH CAROLINA

### Request for Proposal #

**59-P2399**

For internal State agency processing, including tabulation of proposals, provide your company's eVP (Electronic Vendor Portal) Number. Pursuant to G.S. 132-1.10(b) this identification number shall not be released to the public. **This page will be removed and shredded, or otherwise kept confidential**, before the procurement file is made available for public inspection.

**This page shall be filled out and returned with your proposal.  
Failure to do so may subject your proposal to rejection.**

\_\_\_\_\_ Vendor  
Name

\_\_\_\_\_ Vendor  
evP#

**Note:** For a contract to be awarded to you, your company (you) must be a North Carolina registered vendor in good standing. You must enter the vendor number assigned through eVP (Electronic Vendor Portal). If you do not have a vendor number, register at <https://vendor.ncgov.com/vendor/login>

Ver: 11/2023

<b>STATE OF NORTH CAROLINA</b> <b>Division of North Carolina A&amp;T State University</b>	
Refer <u>ALL</u> Inquiries regarding this RFP to: SWPASS@NCAT.EDU	Request for Proposal #: <b>59-P2399</b>
	Proposals will be publicly opened <b>10/30/2025 @ 3:00pm</b>
Using Agency: NCATSU	Commodity No. and Description: <b>Digital Marketing Campaign and Enrollment Management</b>
Requisition No.:	

**EXECUTION**

In compliance with this Request for Proposals (RFP), and subject to all the conditions herein, the undersigned Vendor offers and agrees to furnish and deliver any or all items upon which prices are bid, at the prices set opposite each item within the time specified herein.

By executing this proposal, the undersigned Vendor understands that false certification is a Class I felony and certifies that:

- this proposal is submitted competitively and without collusion (G.S. 143-54),
- none of its officers, directors, or owners of an unincorporated business entity has been convicted of any violations of Chapter 78A of the General Statutes, the Securities Act of 1933, or the Securities Exchange Act of 1934 (G.S. 143-59.2), and
- it is not an ineligible Vendor as set forth in G.S. 143-59.1.

Furthermore, by executing this proposal, the undersigned certifies to the best of Vendor’s knowledge and belief, that:

- it and its principals are not presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from covered transactions by any Federal or State department or agency.

As required by G.S. 143-48.5, the undersigned Vendor certifies that it, and each of its sub-Contractors for any Contract awarded as a result of this RFP, complies with the requirements of Article 2 of Chapter 64 of the NC General Statutes, including the requirement for each employer with more than 25 employees in North Carolina to verify the work authorization of its employees through the federal E-Verify system.

As required by Executive Order 24 (2017), the undersigned vendor certifies will comply with all Federal and State requirements concerning fair employment and that it does not and will not discriminate, harass, or retaliate against any employee in connection with performance of any Contract arising from this solicitation.

G.S. 133-32 and Executive Order 24 (2009) prohibit the offer to, or acceptance by, any State Employee associated with the preparing plans, specifications, estimates for public contracts; or awarding or administering public contracts; or inspecting or supervising delivery of the public contract of any gift from anyone with a contract with the State, or from any person seeking to do business with the State. By execution of this response to the RFP, the undersigned certifies, for Vendor’s entire organization and its employees or agents, that Vendor is not aware that any such gift has been offered, accepted, or promised by any employees of your organization.

By executing this proposal, Vendor certifies that it has read and agreed to the **INSTRUCTION TO VENDORS** and the **NORTH CAROLINA GENERAL TERMS AND CONDITIONS incorporated herein**. These documents can be accessed from the ATTACHMENTS page within this document.

**Failure to execute/sign proposal prior to submittal may render proposal invalid and it MAY BE REJECTED. Late proposals shall not be accepted.**

COMPLETE/FORMAL NAME OF VENDOR: \_\_\_\_\_

Proposal Number: **59-P2399**

Vendor: \_\_\_\_\_

STREET ADDRESS:		P.O. BOX:	ZIP:
CITY & STATE & ZIP:		TELEPHONE NUMBER:	TOLL FREE TEL. NO:
PRINCIPAL PLACE OF BUSINESS ADDRESS IF DIFFERENT FROM ABOVE (SEE INSTRUCTIONS TO VENDORS ITEM #21):			
PRINT NAME & TITLE OF PERSON SIGNING ON BEHALF OF VENDOR:		FAX NUMBER:	
VENDOR'S AUTHORIZED SIGNATURE*:	DATE:	EMAIL:	

**VALIDITY PERIOD**

Offer shall be valid for at least sixty 60 days from date of bid opening, unless otherwise stated here: \_\_\_\_\_ days, or if extended by mutual agreement of the parties in writing. Any withdrawal of this offer shall be made in writing, effective upon receipt by the agency issuing this RFP.

**ACCEPTANCE OF PROPOSAL**

If your proposal is accepted, all provisions of this RFP, along with the written results of any negotiations, shall constitute the written agreement between the parties ("Contract"). The NORTH CAROLINA GENERAL TERMS AND CONDITIONS are incorporated herein and shall apply. Depending upon the Goods or Services being offered, other terms and conditions may apply, as mutually agreed.

<p><b>FOR STATE USE ONLY:</b> Offer accepted and Contract awarded this _____ day of _____, 20____, as indicated on</p> <p>The attached certification, by _____.</p> <p style="text-align: center;"><b>(Authorized Representative of North Carolina A&amp;T State University)</b></p>
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## 1.0 PURPOSE AND BACKGROUND

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For nearly 132 years, we at North Carolina A&T have believed in the power of our students to change the world. Today's 13,530 Aggies are some of the most high-achieving students ever to attend A&T. They excel in the classroom and in academic competition, whether coding like wizards in a national hackathon, writing a flawless business case contest entry or creating a self-driving car.

As a land grant, doctoral research university with a national reputation in STEM education, we are proud of the impact that our 70,000-plus alumni have across America. From Silicon Valley to the halls of Congress to farms across North Carolina, Aggies innovate, discover, serve and lead. Because that's what Aggies DO.

At North Carolina Agricultural and Technical State University, we deliver a high-quality, intellectually stimulating education focused on helping every student gain access to the hands-on opportunities, core knowledge and global perspective that will help them make lasting change in their lives and the lives of people in their workplaces, communities and world.

There are a multitude of opportunities for students to learn and grow at North Carolina A&T -- 59 undergraduate degree programs, 18 minors, 11 doctoral degree programs, 35 master's programs and 41 graduate certificate programs. Students seeking intellectual stimulation and growth, critical thinkers seeking research opportunities, travelers at heart looking to learn abroad and future citizens of the world who want to serve humankind will find undergraduate and graduate degree programs, offered both in the classroom and online, that will help them fulfill their dreams. Certificate programs and continuing education opportunities are available in a wide range of areas, as well. Detailed information can be found at <https://www.ncat.edu/academics/majors-minors-andprograms/index.php>

NC A&T SU Undergraduate/Graduate/PHD and Online admissions is sourcing a vendor/s for digital marketing strategies that has significant experiences specifically working with enrollment management and/or admissions offices for goal-oriented results. This vendor will complement existing recruitment and marketing strategy by expanding the multi-channel communications impact to prospective students throughout the admissions lifecycle. The vendor will provide trackable metrics to calculate return-on-investment (ROI) for each digital marketing campaign as well as frequent assessment throughout the duration of the contract.

**Successful vendor/s will demonstrate in their proposal the capability to:**

**The primary objective is to enhance the digital presence and optimize admissions processes for Historically Black Colleges and Universities (HBCU) with a student population exceeding 15,000.**

**The scope covers strategic planning, implementation, and monitoring of digital marketing campaigns tailored to attract prospective students and increase enrollment.**

The geography targeted with the campaign will be guided by past enrollment data as well as through identifying areas of opportunity.

### 1. Research and Analysis:

- Conduct an in-depth analysis of the target demographic, including potential students' preferences, behaviors, and digital media consumption patterns.

- Analyze competitors' digital strategies and identify areas for differentiation and improvement.
2. **Strategic Planning:**
    - Develop a comprehensive digital marketing strategy aligned with the university's goals and values.
    - Define key performance indicators (KPIs) to measure the effectiveness of marketing efforts, such as website traffic, lead generation, and conversion rates.
    - Create a content calendar outlining themes, topics, and distribution channels for digital content.
  3. **Website Optimization:**
    - Audit the university's website to ensure it is user-friendly, mobile-responsive, and optimized for search engines (SEO).
    - Implement strategies to improve website performance, including faster loading times, intuitive navigation, and compelling calls-to-action.
    - Develop landing pages optimized for conversion to capture leads and encourage prospective students to take action.
  4. **Content Creation:**
    - Produce engaging and relevant content tailored to the target audience, including blog posts, articles, videos, infographics, and social media posts.
    - Collaborate with faculty, students, and alumni to showcase the university's unique offerings, achievements, and culture.
    - Utilize storytelling techniques to highlight success stories, testimonials, and alumni achievements.
  5. **Social Media Marketing:**
    - Develop and manage social media profiles across platforms such as Facebook, Instagram, Twitter, LinkedIn, and TikTok.
    - Create engaging social media campaigns to build brand awareness, foster community engagement, and drive traffic to the university's website.
    - Utilize targeted advertising to reach specific demographic segments and promote relevant content.
  6. **Email Marketing:**
    - Build and segment an email list of prospective students, parents, alumni, and other stakeholders.
    - Develop personalized email campaigns to nurture leads throughout the admissions process, including informational newsletters, event invitations, and application reminders.
  7. **Digital Advertising:**
    - Optimize ad targeting, keywords, and bidding strategies to maximize return on investment (ROI) and reach prospective students effectively.
    - Track and analyze campaign performance, adjusting strategies as needed to optimize results.
  8. **Admissions Support:**
    - Collaborate with admissions teams to streamline the application process and enhance the applicant experience.
    - Provide digital tools and resources to assist prospective students in researching programs, scholarships, financial aid, and campus life.
    - Offer virtual campus tours, webinars, and information sessions to facilitate engagement and interaction with prospective students.
  9. **Analytics and Reporting:**
    - Monitor key metrics and analytics data to evaluate the effectiveness of digital marketing efforts.
    - Generate regular reports outlining performance insights, trends, and recommendations for continuous improvement.
    - Conduct A/B testing and experimentation to optimize strategies and achieve desired outcomes.

**10. Continuous Improvement:**

- Stay updated on industry trends, emerging technologies, and best practices in digital marketing and higher education admissions.
- Conduct regular reviews and assessments to identify areas for optimization and innovation.
- Solicit feedback from stakeholders and incorporate insights into future initiatives.

The intent of this solicitation is to award an Agency Contract

**1.1 CONTRACT TERM**

The Contract shall have an initial term of **3** years, beginning on the date of final Contract execution.

At the end of the Contract’s initial term, the State shall have the option, in its sole discretion, to renew the Contract on the same terms and conditions for up to 2 (1) additional one-year terms. The State will give the Vendor written notice of its intent to exercise each option no later than **60** days before the end of the Contract’s then-current term. In addition to any optional renewal terms, and with the Vendor’s concurrence, the State reserves the right to extend the Contract after the last active term.

Proposals shall be submitted in accordance with the terms and conditions of this RFP and any addenda issued hereto.

**1.2 GOVERNING LAW**

This Agreement shall be construed, governed, and enforced by and in accordance with the laws of the State of North Carolina. Each party expressly consents to the jurisdiction of the State and federal courts in Guilford County, North Carolina without regard to any conflict of law’s provisions. This supersedes any other governing law verbiage in additional areas.

Quotes shall be submitted in accordance with the terms and conditions of this RFQ and any addenda issued hereto.

**2.0 GENERAL INFORMATION**

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**2.1 REQUEST FOR PROPOSAL DOCUMENT**

This RFP is comprised of the base RFP document, any attachments, and any addenda released before Contract award, which are incorporated herein by reference.

**2.2 E-PROCUREMENT FEE**

**ATTENTION: The E-Procurement fee may apply to this solicitation. See the paragraph entitled ELECTRONIC PROCUREMENT of the North Carolina General Terms and Conditions.**

General information on the E-Procurement Services can be found at: <http://eprocurement.nc.gov/>.

**2.3 NOTICE TO VENDORS REGARDING RFP TERMS AND CONDITIONS**

It shall be the Vendor’s responsibility to read the Instructions to Vendors, the North Carolina General Terms and Conditions, all relevant exhibits and attachments, and any other components made a part of this RFP and comply with all requirements and specifications herein. Vendors are also responsible for obtaining and complying with all Addenda and other changes that may be issued in connection with this RFP.

If Vendors have questions or issues regarding any component of this RFP, those must be submitted as questions in accordance with the instructions in the PROPOSAL QUESTIONS Section. If the State determines that any changes will be made as a result of the questions asked, then such decisions will be communicated in the form of an RFP addendum. The State may also elect to leave open the possibility for later negotiation of specific provisions of the Contract that have been addressed during the question-and-answer period, prior to contract award.

Other than through the process of negotiation under 01 NCAC 05B.0503, the State rejects and will not be required to evaluate or consider any additional or modified terms and conditions submitted with Vendor’s proposal or otherwise. This applies to any language appearing in or attached to the document as part of the Vendor’s proposal that purports to vary any terms and conditions or Vendors’ instructions herein or to render the proposal non-binding or subject to further negotiation. Vendor’s proposal shall constitute a firm offer that shall be held open for the period required herein (“Validity Period” above).

The State may exercise its discretion to consider Vendor proposed modifications. By execution and delivery of this RFP Response, the Vendor agrees that any additional or modified terms and conditions, whether submitted purposely or inadvertently, shall have no force or effect, and will be disregarded unless expressly agreed upon through negotiation and incorporated by way of a Best and Final Offer (BAFO). Noncompliance with, or any attempt to alter or delete, this paragraph shall constitute sufficient grounds to reject Vendor’s proposal as nonresponsive.

**2.4 RFP SCHEDULE**

The table below shows the *intended* schedule for this RFP. The State will make every effort to adhere to this schedule.

<b>Event</b>	<b>Responsibility</b>	<b>Date and Time</b>
Issue RFP	State	10/10/2025
Hold Pre-Proposal Meeting/Site Visit	State	10/17/2025 @ 11:00am via zoom link
Submit Written Questions	Vendor	10/22/2024 by 3:00pm
Provide Response to Questions	State	10/27/2025 by 5:00pm
Submit Proposals	Vendor	11/03/2025 by 3:00pm
Contract Award	State	12/1/2025

**2.5 PRE-PROPOSAL CONFERENCE**

Mandatory Pre-Proposal Conference

10/17/2025 11:00-12:00 via zoom link below

Pre-conference meeting

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Stephen Pass is inviting you to a scheduled Zoom meeting.  
Join Zoom Meeting  
<https://ncat.zoom.us/j/96372091962?pwd=6PsEQ4Nhlg7fmcaPGB0a6W7m4qOd8n.1>

Meeting ID: 963 7209 1962  
Passcode: 449946

One tap mobile  
+13017158592,,96372091962# US (Washington DC)  
+13052241968,,96372091962# US

Join by SIP  
• 96372091962@zoomcrc.com

Join instructions  
[https://ncat.zoom.us/meetings/96372091962/invitations?signature=dEAbWAM1kxwZJtBbrJ9D1BVG2lgJ8PQ6wQq\\_FiH9dBl](https://ncat.zoom.us/meetings/96372091962/invitations?signature=dEAbWAM1kxwZJtBbrJ9D1BVG2lgJ8PQ6wQq_FiH9dBl)

Instructions: It shall be MANDATORY that a representative from each Vendor be present for a pre-proposal site visit. Attendees must arrive promptly All attendees must sign in upon arrival and clearly indicate each prospective Vendor represented on the sign in sheet. LATE ARRIVALS WILL NOT BE ALLOWED TO SIGN IN OR PARTICIPATE IN THE SITE VISIT, NOR SHALL THEIR PROPOSAL BE CONSIDERED. Once the sign-in process is complete, all other persons wishing to attend may do so to the extent that space and circumstances allow.

**FAILURE TO ATTEND THE MANDATORY SITE VISIT SHALL RESULT IN VENDOR’S PROPOSAL BEING DEEMED NON-RESPONSIVE AND NOT CONSIDERED FOR AWARD.**

The purpose of this visit is for all prospective Vendors to apprise themselves of the conditions and requirements which will affect the performance of the work called for by this RFP. Vendors must stay for the duration of the site visit. No allowances will be made for unreported conditions that a prudent Vendor would recognize as affecting the work called for or implied by this RFP.

Vendors are cautioned that any information released to attendees during the site visit, other than that involving the physical aspects of the facility referenced above, and which conflicts with, supersedes, or adds to requirements in this RFP, must be confirmed by written addendum before it can be considered to be a part of this RFP.

## **2.6 PROPOSAL QUESTIONS**

Upon review of the RFP documents, Vendors may have questions to clarify or interpret the RFP in order to submit the best proposal possible. To accommodate the Proposal Questions process, Vendors shall submit any such questions by the “Submit Written Questions” date and time provided in the RFP SCHEDULE Section above, unless modified by Addendum.

Written questions shall be submitted via Bonfire by the date and time specified above. Vendors should enter “**RFP 59-P2399 Questions**” as the subject. Question submittals should include a reference to the applicable RFP section and be submitted in the format shown below:

Reference	Vendor Question
RFP Section, Page Number	Vendor question ...?

Questions received prior to the submission deadline date, the State’s response, and any additional terms deemed necessary by the State will be posted in the form of an addendum to *the electronic Vendor Portal (eVP)*, <https://evp.nc.gov>, and shall become an Addendum to this RFP. No information, instruction or advice provided orally or informally by any State personnel, whether made in response to a question or otherwise in connection with this RFP, shall be considered authoritative or binding. Vendors shall rely *only* on written material contained in the RFP and an addendum to this RFP.

**2.7 PROPOSAL SUBMITTAL**

**IMPORTANT NOTE: This is an absolute requirement.** Late bids, regardless of cause, will not be opened or considered, and will be automatically disqualified from further consideration. Vendor shall bear the sole risk of late submission due to unintended or unanticipated delay. It is the Vendor’s sole responsibility to ensure its proposal has been received as described in this RFP by the specified time and date of opening. The time and date of receipt will be marked on each proposal when received. Any proposal or portion thereof received after the proposal deadline will be rejected.

Electronic address for delivery of Bid Proposal
<a href="https://ncat.bonfirehub.com/portal/?tab=openOpportunities">https://ncat.bonfirehub.com/portal/?tab=openOpportunities</a>

Electronic responses ONLY will be accepted for this solicitation through:

<https://ncat.bonfirehub.com/portal/?tab=openOpportunities>

**Proposal SUBMITTAL – NO PAPER SUBMISSIONS**

Bonfire Support Team can also be contracted by calling 1-800-354-8010 Ext. 2. Support by phone and email is provided Monday - Friday from 8 AM – 8 PM EST.

If confidential and proprietary information is included in the proposal, also submit one (1) signed, REDACTED copy of the proposal. Such information may include trade secrets defined by N.C. Gen. Stat. § 66-152 and other information exempted from the Public Records Act pursuant to N.C. Gen. Stat. §132- 1.2. Vendor may designate information, Products, Services or appropriate portions of its response as confidential, consistent with and to the extent permitted under the statutes and rules set forth above. By so redacting any page, or portion of a page, the Vendor warrants that it has formed a good faith opinion, having received such necessary or proper review by counsel and other knowledgeable advisors, that the portions determined to be confidential and proprietary and redacted as such, meet the requirements of the Rules and Statutes set forth above. However, under no circumstances shall price information be designated as confidential.

If the Vendor does not provide a redacted version of the proposal with its proposal submission, the Department may release an unredacted version if a record request is received.

Failure to submit a proposal in strict accordance with these instructions shall constitute sufficient cause to reject a Vendor’s proposal(s). Vendors are strongly encouraged to allow sufficient time to upload proposals.

Critical updated information may be included in Addenda to this RFP. It is important that all Vendors responding to this RFP periodically check the State’s eVP website for any Addenda that may be issued prior to the bid opening date. All Vendors shall be deemed to have read and understood all information in this RFP and all Addenda thereto.

## **2.8 PROPOSAL CONTENTS**

Vendors shall populate all attachments of this RFP that require the Vendor to provide information and include an authorized signature where requested. Failure to provide all required items, or Vendor’s submission of incomplete items, may result in the State rejecting Vendor’s proposal, in the State’s sole discretion.

Vendor RFP responses shall include the following items and attachments, which shall be arranged in the following order:

- a) Cover Letter, which must contain the following: (i) a statement that confirms that the proposer has read the RFP in its entirety, including all links, and all Addenda released in conjunction with the RFP, (ii) a statement that the Vendor agrees to perform in accordance with the scope of work, requirements, and specifications contained herein; and (iii) Vendor’s agreement to comply with all instructions, terms and conditions, and attachments.
- b) Title Page: Include the company name, address, phone number and authorized representative along with the Proposal Number.
- c) Completed and signed version of all EXECUTION PAGES, along with the body of the RFP.
- d) Signed receipt pages of any addenda released in conjunction with this RFP, if required to be returned.
- e) Vendor’s Proposal addressing all Specifications of this RFP. Section 5.2 Deliverables, vendors are to provide detail of how they will address all deliverables.
- f) Completed version of ATTACHMENT A: PRICING
- g) Completed version of ATTACHMENT D: HUB SUPPLEMENTAL VENDOR INFORMATION
- h) Completed version of ATTACHMENT E: CUSTOMER REFERENCE FORM
- i) Completed version of ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY VENDOR
- j) Completed and signed version of ATTACHMENT G: CERTIFICATION OF FINANCIAL CONDITION
  
- k) Completed and signed version of CERTIFICATION FOR CONTRACTS, GRANTS, LOANS, AND COOPERATIVE AGREEMENTS and OMB STANDARD FORM LLL

## **3.0 METHOD OF AWARD AND PROPOSAL EVALUATION PROCESS**

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### **3.1 METHOD OF AWARD**

North Carolina G.S. 143-52 provides a general list of criteria the State shall use to award contracts, as supplemented by the additional criteria herein. The Goods or Services being procured shall dictate the application and order of criteria; however, all award decisions shall be in the State’s best interest. All qualified proposals will be evaluated, and awards will be made to the Vendor(s) meeting the specific RFP Specifications and achieving the highest and best final evaluation, based on the criteria described below.

While the intent of this RFP is to award a Contract(s) to a single or multiple vendors, the State reserves the right to make separate awards to different Vendors for one or more line items, to not award one or more line items or to cancel this RFP in its entirety without awarding a Contract, if it is considered to be most advantageous to the State to do so.

The State reserves the right to waive any minor informality or technicality in proposals received.

**3.2 CONFIDENTIALITY AND PROHIBITED COMMUNICATIONS DURING EVALUATION**

While this RFP is under evaluation, the responding Vendor, including any subcontractors and suppliers, is prohibited from engaging in conversations intended to influence the outcome of the evaluation. See the Paragraph 29 of the Instructions to Vendors entitled COMMUNICATIONS BY VENDORS.

Each Vendor submitting a proposal to this RFP, including its employees, agents, subcontractors, suppliers, subsidiaries and affiliates, is prohibited from having any communications with any person inside or outside the using agency; issuing agency; other government agency office or body (including the purchaser named above, any department secretary, agency head, members of the General Assembly and Governor’s office); or private entity, if the communication refers to the content of Vendor’s proposal or qualifications, the content of another Vendor’s proposal, another Vendor’s qualifications or ability to perform a resulting contract, and/or the transmittal of any other communication of information that could be reasonably considered to have the effect of directly or indirectly influencing the evaluation of proposals, the award of a contract, or both.

Any Vendor not in compliance with this provision shall be disqualified from evaluation and award. A Vendor’s proposal may be disqualified if its subcontractor and/or supplier engage in any of the foregoing communications during the time that the procurement is active (i.e., the issuance date of the procurement until the date of contract award or cancellation of the procurement). Only those discussions, communications or transmittals of information authorized or initiated by the issuing agency for this RFP or inquiries directed to the purchaser named in this RFP regarding requirements of the RFP (prior to proposal submission) or the status of the award (after submission) are excepted from this provision.

**3.3 PROPOSAL EVALUATION PROCESS**

Only responsive submissions will be evaluated.

**The State will conduct a One-Step evaluation of Proposals:**

Proposals will be received according to the method stated in the Proposal Submittal Section above.

All proposals must be received by the issuing agency not later than the date and time specified in the RFP SCHEDULE Section above, unless modified by Addendum. Vendors are cautioned that this is a request for

offers, not an offer or request to contract, and the State reserves the unqualified right to reject any and all offers at any time if such rejection is deemed to be in the best interest of the State.

At the date and time provided in the RFP SCHEDULE Section above, unless modified by Addendum, the proposal from each responding Vendor will be opened publicly and all offers (except those that have been previously withdrawn, or voided bids) will be tabulated. The tabulation shall be made public at the time it is created. When negotiations after receipt of bids is authorized pursuant to G.S. 143-49 and 01 NCAC 05B.0503, only the names of offerors and the Goods and Services offered shall be tabulated at the time of opening. If negotiation is anticipated, cost and price shall become available for public inspection at the time of the award.. Interested parties are cautioned that these costs and their components are subject to

further evaluation for completeness and correctness and therefore may not be an exact indicator of a Vendor’s pricing position.

At their option, the evaluators may request oral presentations or discussions with any or all Vendors for clarification or to amplify the materials presented in any part of the proposal. Vendors are cautioned, however, that the evaluators are not required to request presentations or other clarification—and often do not. Therefore, all proposals should be complete and reflect the most favorable terms available from the Vendor.

In addition to the general criteria in G.S. 143-52 which may or may not be relevant to this RFP, all qualified proposals will be evaluated, and award made based on considering the following criteria, to result in an award most advantageous to the State:

**3.4 EVALUATION CRITERIA**

**Technical (125 Maximum Points)**

**[Describe each factor and process for evaluating technical components, including points per category, if applicable]**

**Cost (25 Maximum Points)**

**Example: The State will determine low cost by normalizing the scores as follows:**

**The proposal with the lowest cost will receive a score of XX. All other competing proposals will be assigned a portion of the maximum score using the formula:**

$$\text{XX} \times \frac{\text{the cost of the lowest cost proposal}}{\text{the cost of the cost proposal being evaluated}}$$

**3.5 PERFORMANCE OUTSIDE THE UNITED STATES**

Vendor shall complete ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY VENDOR. In addition to any other evaluation criteria identified in this RFP, the State may also consider, for purposes of evaluating proposed or actual contract performance outside of the United States, how that performance may affect the following factors to ensure that any award will be in the best interest of the State:

- a) Total cost to the State
- b) Level of quality provided by the Vendor
- c) Process and performance capability across multiple jurisdictions
- d) Protection of the State’s information and intellectual property
- e) Availability of pertinent skills
- f) Ability to understand the State’s business requirements and internal operational culture
- g) Particular risk factors such as the security of the State’s information technology
- h) Relations with citizens and employees
- i) Contract enforcement jurisdictional issues

**3.6 INTERPRETATION OF TERMS AND PHRASES**

This RFP serves two functions: (1) to advise potential Vendors of the parameters of the solution being sought by the State; and (2) to provide (together with other specified documents) the terms of the Contract resulting from this procurement. The use of phrases such as “shall,” “must,” and “requirements” are intended to create enforceable contract conditions. In determining whether proposals should be evaluated or rejected, the State will take into consideration the degree to which Vendors have proposed or failed to propose solutions that will satisfy the State’s needs as described in the RFP. Except as specifically stated in the RFP, no one requirement shall automatically disqualify a Vendor from consideration. However, failure to comply with any single requirement may result in the State exercising its discretion to reject a proposal in its entirety.

**4.0 REQUIREMENTS**

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This Section lists the requirements related to this RFP. By submitting a proposal, the Vendor agrees to meet all stated requirements in this Section as well as any other specifications, requirements, and terms and conditions stated in this RFP. If a Vendor is unclear about a requirement or specification, or believes a change to a requirement would allow for the State to receive a better proposal, the Vendor is urged to submit these items in the form of a question during the question-and-answer period in accordance with the Proposal Questions Section above.

**4.1 PRICING**

Proposal price shall constitute the total cost to the State for complete performance in accordance with the requirements and specifications herein, including all applicable charges for handling, transportation, administrative and other similar fees. Complete ATTACHMENT A: PRICING FORM and include in Vendor’s proposal. The pricing provided in ATTACHMENT A, or resulting from any negotiations, is incorporated herein and shall become part of any resulting Contract.

**4.2 INVOICES**

Vendor shall invoice the Purchasing Agency. The standard format for invoicing shall be Single Invoices meaning that the Vendor shall provide the Purchasing Agency with an invoice for each order. Invoices shall include detailed information to allow Purchasing Agency to verify pricing at point of receipt matches the correct price from the original date of order. The following fields shall be included on all invoices, as relevant:

Vendor’s Billing Address, Customer Account Number, NC Contract Number, Order Date, Buyer’s Order Number, Manufacturer Part Numbers, Vendor Part Numbers, Item Descriptions, Price, Quantity, and Unit of Measure.

***INVOICES MAY NOT BE PAID UNTIL AN INSPECTION HAS OCCURRED AND THE GOODS OR SERVICES ACCEPTED.***

**4.3 FINANCIAL STABILITY**

As a condition of contract award, the Vendor must certify that it has the financial capacity to perform and to continue to perform its obligations under the Contract; that Vendor has no constructive or actual knowledge of an actual or potential legal proceeding being brought against Vendor that could materially adversely affect performance of this Contract; and that entering into this Contract is not prohibited by any contract, or order by any court of competent jurisdiction.

Each Vendor shall certify it is financially stable by completing ATTACHMENT G: CERTIFICATION OF FINANCIAL CONDITION. The State is requiring this certification to minimize potential issues from contracting with a Vendor that is financially unstable. From the date of the Certification to the expiration of the Contract, the Vendor shall notify the State within thirty (30) days of any occurrence or condition that materially alters the truth of any statement made in this Certification. The Contract Manager may require annual recertification of the Vendor’s financial stability.

**4.4 HUB PARTICIPATION**

Pursuant to North Carolina General Statute G.S. 143-48, it is State policy to encourage and promote the use of small, minority, physically handicapped, and women contractors in purchasing Goods and Services. As such, this RFP will serve to identify those Vendors that are minority owned or have a strategic plan to support the State’s Historically Underutilized Business program by meeting or exceeding the goal of 10% utilization of diverse firms as 1st or 2nd tier subcontractors. Vendor shall complete ATTACHMENT D: HUB SUPPLEMENTAL VENDOR INFORMATION.

**4.5 VENDOR EXPERIENCE**

In its Proposal, Vendor shall demonstrate experience with public and/or private sector clients with similar or greater size and complexity to the State. Vendor shall provide information as to the qualifications and experience of all executive, managerial, legal, and professional personnel to be assigned to this project, including resumes citing experience with similar projects and the reNC A&T SU seeks a vendor for digital marketing strategies that has significant experiences specifically working with enrollment management and/or admissions offices for goal- oriented results. This vendor will complement existing recruitment and marketing strategy by expanding the multi-channel communications impact to prospective students throughout the admissions lifecycle. The vendor will provide trackable metrics to calculate return-on- investment (ROI) for each digital marketing campaign as well as frequent assessment throughout the duration of the contract.

**4.6 REFERENCES**

Vendor shall provide at least three (3) references, using ATTACHMENT E: CUSTOMER REFERENCE FORM, for which it has provided Services of similar size and scope to those proposed herein. The State shall contact these users to determine whether the Services provided are substantially similar in scope to those proposed herein and whether Vendor’s performance has been satisfactory. The information obtained shall be considered in the evaluation of the Proposal.

**4.7 PERSONNEL**

Vendor warrants that qualified personnel shall provide Services under this Contract in a professional manner. “Professional manner” means that the personnel performing the Services will possess the skill and competence consistent with the prevailing business standards in the industry. Vendor will serve as the prime contractor under this Contract and shall be responsible for the performance and payment of all subcontractor(s) that may be approved by the State. Names of any third-party Vendors or subcontractors of Vendor may appear for purposes of convenience in Contract documents; and shall not limit Vendor’s obligations hereunder. Vendor will retain executive representation for functional and technical expertise as needed in order to incorporate any work by third party subcontractor(s).

Should the Vendor’s proposal result in an award, the Vendor shall be required to agree that it will not substitute key personnel assigned to the performance of the Contract without prior written approval by the Contract Lead. Vendor shall further agree that it will notify the Contract Lead of any desired substitution, including the name(s) and references of Vendor’s recommended substitute personnel. The State will approve or disapprove the requested substitution in a timely manner. The State may, in its sole discretion, terminate the Services of any person providing Services under this Contract. Upon such termination, the State may request acceptable substitute personnel or terminate the contract Services provided by such personnel.

**4.8 VENDOR’S REPRESENTATIONS**

If Vendor’s Proposal results in an award, Vendor agrees that it will not enter any agreement with a third party that may abridge any rights of the State under the Contract. If any Services, deliverables, functions, or responsibilities not specifically described in this solicitation are required for Vendor’s proper performance, provision and delivery of the Service and deliverables under a resulting Contract, or are an inherent part of or necessary sub-task included within such Service, they will be deemed to be implied by and included within the scope of the Contract to the same extent and in the same manner as if specifically described in the Contract. Unless otherwise expressly provided herein, Vendor will furnish all of its own necessary management, supervision, labor, facilities, furniture, computer and telecommunications equipment, software, supplies and materials necessary for the Vendor to provide and deliver the Services and/or other Deliverables.

**4.9 AGENCY INSURANCE REQUIREMENTS MODIFICATION**

A. Default Insurance Coverage from the General Terms and Conditions applicable to this Solicitation:

- Small Purchases
- Contract value in excess of the Small Purchase threshold, but up to \$1,000,000.00
- Contract value in excess of \$1,000,000.00

**5.0 SPECIFICATIONS AND SCOPE OF WORK**

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NC A&T SU seeks a vendor for digital marketing strategies that has significant experiences specifically working with enrollment management and/or admissions offices for goal- oriented results. This vendor will complement existing recruitment and marketing strategy by expanding the multi-channel communications impact to prospective students throughout the admissions lifecycle. The vendor will provide trackable metrics to calculate return-on- investment (ROI) for each digital marketing campaign as well as frequent assessment throughout the duration of the contract.

Scope of Work: Graduate and Undergraduate Admissions Student Search Services and Application Generation Campaign

1. Introduction

NC A&T SU seeks comprehensive student recruitment services to support graduate and undergraduate admissions efforts through targeted student search campaigns, application generation initiatives, and digital marketing strategies. The selected vendor will provide expertise in strategic name acquisition, multi-channel marketing, and campaign management to help [NC A&T SU meet enrollment goals for traditional graduate, undergraduate and transfer student populations.

**2. Project Overview**

The vendor shall provide a comprehensive suite of student search and application generation services targeting both graduate and undergraduate students. These services shall include strategic name acquisition, multi-channel marketing campaigns, digital advertising, and performance analytics. The campaign will target three distinct prospect groups: Post-Secondary, Sophomore/Junior students, Senior students, and Transfer students.

**3. Detailed Requirements**

3.1 Sophomore/Junior and Senior Search Campaign

The vendor shall implement a comprehensive search campaign targeting up to 200,000 total prospect names with the following specifications:

3.1.1 Name Acquisition and Strategy

- Provide enrollment strategy consultation to develop an effective name buy strategy
- Assist with name purchasing from any name vendor as directed by [AGENCY NAME]
- Develop segmentation strategies based on demographic, geographic, and academic profiles
- Provide recommendations on timing and volume of name purchases to maximize ROI

3.1.2 Campaign Structure and Timing

- Execute one (1) fall Senior drop campaign
- Execute one (1) spring Sophomore/Junior drop campaign

- Develop distinct creative elements and calls to action appropriate for each audience segment
- Provide a comprehensive campaign timeline with all deliverables clearly identified

### 3.1.3 Direct Mail Components

- Design, produce, and mail personalized postcards to all prospects
- Include variable data printing with personalization elements including, at minimum: prospect name, targeted messaging based on academic interests, and geographic customization
- Ensure all printed materials align with [AGENCY NAME]'s brand guidelines
- Manage all aspects of printing, production, and mailing logistics

### 3.1.4 Digital Advertising

- Implement a combination of display and social media advertisements across Facebook, Instagram, and Snapchat platforms
- Run digital advertising for two (2) months for the Senior drop campaign
- Run digital advertising for one (1) month for the Sophomore/Junior drop campaign
- Optimize ad placement and channel selection based on campaign metrics and industry best practices
- Provide all creative assets including images, copy, and calls to action
- Implement tracking mechanisms to measure engagement and conversion

### 3.1.5 Email Marketing

- Develop and deploy five (5) targeted email communications with A/B subject line testing (total of 10 email variations)
- Develop and deploy five (5) nurture email communications with A/B subject line testing (total of 10 email variations) specifically for campaign engagers
- Ensure all emails are mobile-responsive and follow accessibility best practices
- Implement tracking to measure open rates, click-through rates, and other engagement metrics
- Provide strategic recommendations for optimal send times and frequency

### 3.1.6 Landing Page Development

- Create encrypted landing page(s) with pixel tracking (cookies) capability
- Ensure landing pages are mobile-responsive and follow accessibility guidelines

- Implement lead capture forms with appropriate data validation
- Configure tracking to measure visitor behavior and conversion rates
- Ensure secure data handling and compliance with privacy regulations

### **3.2 Transfer Search Campaign**

The vendor shall implement a comprehensive search campaign targeting up to 25,000 total transfer prospect names (including both new names and prospects already in the database) with the following specifications:

#### 3.2.1 Campaign Structure and Timing

- Execute one (1) campaign drop specifically targeting transfer students
- Adapt creative elements from the main search campaign to increase relevance for the transfer audience
- Provide a comprehensive campaign timeline with all deliverables clearly identified

#### 3.2.2 Direct Mail Components

- Design, produce, and mail personalized postcards to all transfer prospects
- Include variable data printing with personalization elements including, at minimum: prospect name, targeted messaging based on academic interests, and transfer-specific information
- Ensure all printed materials align with [AGENCY NAME]'s brand guidelines
- Manage all aspects of printing, production, and mailing logistics

#### 3.2.3 Digital Advertising

- Implement a combination of display and social media advertisements across Facebook, Instagram, and Snapchat platforms
- Run digital advertising for one (1) month for the Transfer drop campaign
- Optimize ad placement and channel selection based on campaign metrics and industry best practices
- Provide all creative assets including images, copy, and calls to action
- Implement tracking mechanisms to measure engagement and conversion

#### 3.2.4 Email Marketing

- Develop and deploy five (5) targeted email communications with A/B subject line testing (total of 10 email variations)
- Develop and deploy five (5) nurture email communications with A/B subject line testing (total of 10 email variations) specifically for campaign engagers
- Ensure all emails are mobile-responsive and follow accessibility best practices
- Implement tracking to measure open rates, click-through rates, and other engagement metrics
- Provide strategic recommendations for optimal send times and frequency

### 3.2.5 Voice Messaging

- Deliver one (1) ringless voice message directly to the voicemail box of up to 5,000 transfer prospects with valid mobile phone numbers
- Develop script content that is concise, compelling, and compliant with telecommunications regulations
- Provide reporting on delivery rates and engagement metrics

### 3.2.6 Geofencing Advertising

- Implement one (1) month of display and social media (Facebook and Instagram) geofencing advertising
- Target devices that have passed through the top three (3) local community colleges identified by [AGENCY NAME]
- Provide all creative assets including images, copy, and calls to action
- Implement tracking mechanisms to measure engagement and conversion

### 3.2.7 Landing Page Development

- Create encrypted landing page(s) with pixel tracking (cookies) capability
- Ensure landing pages are mobile-responsive and follow accessibility guidelines
- Implement lead capture forms with appropriate data validation
- Configure tracking to measure visitor behavior and conversion rates
- Ensure secure data handling and compliance with privacy regulations

## 3.3 Geofencing and Targeting at North Carolina Community Colleges

The vendor shall implement geofencing advertising targeting ten (10) North Carolina Community Colleges with the following specifications:

### 3.3.1 Geofencing Implementation

- Establish precise geofence boundaries around each of the ten (10) specified North Carolina Community Colleges
- Configure targeting parameters to reach prospective transfer students
- Implement technology that captures device IDs within the geofenced areas
- Ensure compliance with privacy regulations and data protection standards

### 3.3.2 Advertising Delivery

- Deliver targeted advertisements to devices identified within the geofenced areas
- Develop transfer-specific creative assets and messaging
- Implement tracking mechanisms to measure impressions, clicks, and conversions
- Provide optimization recommendations based on performance data

## 3.4 Application Generation (appGEN) Campaign

The vendor shall implement a comprehensive application generation campaign targeting the best 20,000 Senior inquiries with the following specifications:

### 3.4.1 Campaign Structure and Timing

- Execute up to two (2) campaign drops
- Develop creative elements specifically designed to drive application completion
- Provide a comprehensive campaign timeline with all deliverables clearly identified

### 3.4.2 Direct Mail Components

- Design, produce, and mail personalized postcards to all targeted Senior inquiries
- Design, produce, and mail personalized postcards to the parents/family of targeted Senior inquiries
- Include variable data printing with personalization elements including, at minimum: prospect name, application-specific information, and deadline reminders

- Ensure all printed materials align with [AGENCY NAME]'s brand guidelines
- Manage all aspects of printing, production, and mailing logistics

### 3.4.3 Email Marketing

- Develop and deploy three (3) targeted email communications with A/B subject line testing (total of 6 email variations)
- Ensure all emails are mobile-responsive and follow accessibility best practices
- Implement tracking to measure open rates, click-through rates, and other engagement metrics
- Provide strategic recommendations for optimal send times and frequency

### 3.4.4 Voice Messaging

- Deliver one (1) ringless voice message specifically encouraging completion of incomplete applications
- Develop script content that is concise, compelling, and compliant with telecommunications regulations
- Provide reporting on delivery rates and engagement metrics

### 3.4.5 Digital Advertising

- Implement a combination of display and social media advertisements across Facebook and Instagram platforms
- Run digital advertising for one (1) month per drop (total of up to 2 months)
- Optimize ad placement and channel selection based on campaign metrics and industry best practices
- Provide all creative assets including images, copy, and calls to action
- Implement tracking mechanisms to measure engagement and conversion

## 3.5 Traditional Undergraduate Digital Campaign

The vendor shall implement a multi-channel digital campaign to attract prospective students outside of the name buy list with the following specifications

### 3.5 Traditional Undergraduate Digital Campaign (continued)

#### 3.5.1 Look-alike Modeling

- Develop look-alike models based on household metrics from past enrollees

- Identify leads with high likelihood to convert based on modeling results
- Launch digital campaigns targeting households containing prospective students identified through modeling
- Provide documentation of modeling methodology and targeting parameters

### 3.5.2 Digital Advertising

- Implement a combination of display and social media advertisements across Facebook and Instagram platforms
- Run digital advertising for three (3) months to the look-alike model list
- Optimize ad placement and channel selection based on campaign metrics and industry best practices
- Provide all creative assets including images, copy, and calls to action
- Implement tracking mechanisms to measure engagement and conversion

### 3.5.3 Landing Page Development

- Create a dedicated landing page with contact form optimized to run alongside digital ads
- Ensure landing page is mobile-responsive and follows accessibility guidelines
- Implement lead capture forms with appropriate data validation
- Configure tracking to measure visitor behavior and conversion rates
- Ensure secure data handling and compliance with privacy regulations

### 3.5.4 Search Engine Marketing

- Implement six (6) months of Google Pay-Per-Click (PPC) Search ads
- Develop keyword strategy targeting relevant search terms for undergraduate admissions
- Create compelling ad copy with appropriate calls to action
- Optimize campaign performance based on click-through rates and conversion metrics
- Provide regular reporting on campaign performance and recommendations for optimization

### 3.5.5 Retargeting Advertising

- Implement three (3) months of display and social media (Facebook and Instagram) retargeted advertising
- Target visitors from undergraduate webpages who are located in North Carolina

- Install tracking pixels on relevant web pages to enable retargeting functionality
- Provide all creative assets including images, copy, and calls to action
- Implement tracking mechanisms to measure engagement and conversion

### 3.5.6 Audio Advertising

- Implement six (6) months of iHeartRadio advertising on the Black Information Network in Charlotte
- Develop audio script and produce advertisement that aligns with [AGENCY NAME]'s brand voice
- Provide targeting parameters and audience reach estimates
- Implement tracking mechanisms to measure impressions and engagement
- Provide regular reporting on campaign performance

## 3.6 Influencer Marketing Campaign

The vendor shall implement an influencer marketing campaign with the following specifications:

### 3.6.1 Fall Influencer Campaign

- Identify and secure up to ten (10) micro-influencers relevant to [AGENCY NAME]'s target audience
- Coordinate two (2) posts per influencer during the fall campaign period
- Ensure each posting timeframe includes at least one (1) image or video on the influencer's main social platform
- Ensure each posting timeframe includes an amplification on another social channel (such as Instagram Stories, Facebook Stories, etc.)
- Provide creative direction and messaging guidelines to influencers
- Review and approve all content prior to posting
- Collect post insights from influencers for reporting purposes

### 3.6.2 Spring Influencer Campaign

- Identify and secure up to ten (10) micro-influencers relevant to [AGENCY NAME]'s target audience
- Coordinate two (2) posts per influencer during the spring campaign period
- Ensure each posting timeframe includes at least one (1) image or video on the influencer's main social platform

- Ensure each posting timeframe includes an amplification on another social channel (such as Instagram Stories, Facebook Stories, etc.)
- Provide creative direction and messaging guidelines to influencers
- Review and approve all content prior to posting
- Collect post insights from influencers for reporting purposes

#### **4. Reporting and Analytics**

4.1 The vendor shall provide comprehensive reporting for all campaign components including but not limited to:

- Name acquisition metrics and demographic breakdowns
- Email performance metrics (open rates, click-through rates, conversion rates)
- Digital advertising performance (impressions, clicks, conversions, cost per click, cost per acquisition)
- Direct mail response rates
- Voice message delivery statistics
- Landing page traffic and conversion metrics
- Influencer campaign reach and engagement metrics
- Application completion rates attributed to campaign efforts

4.2 The vendor shall provide:

- Weekly status updates during active campaign periods
- Monthly comprehensive performance reports
- End-of-campaign summary reports with key performance indicators
- Recommendations for optimization based on campaign performance
- Year-over-year comparative analysis (if applicable)

#### **5. Project Management and Timeline**

5.1 The vendor shall designate a dedicated project manager who will:

- Serve as the primary point of contact for [AGENCY NAME]

- Coordinate all campaign components and ensure timely delivery
- Facilitate regular status meetings and provide project updates
- Manage the project timeline and ensure all deadlines are met
- Address any issues or concerns that arise during the campaign

5.2 The vendor shall provide a detailed project timeline that includes:

- Planning and strategy development phase
- Creative development and approval milestones
- Campaign launch dates for each component
- Reporting schedule
- Project review and optimization points

## **6. Deliverables**

6.1 The vendor shall provide the following deliverables:

- Comprehensive campaign strategy document
- Creative assets for all campaign components (direct mail, email, digital ads, landing pages)
- Campaign implementation across all specified channels
- Regular performance reports as specified in Section 4
- End-of-campaign analysis and recommendations for future campaigns

### **Evaluation Criteria**

Proposals will be evaluated based on the following criteria:

#### **1. Technical Approach and Methodology (30 points)**

- Demonstrated understanding of the project requirements and objectives
- Quality and comprehensiveness of the proposed approach to each campaign component
- Innovative strategies and methodologies for student recruitment
- Effectiveness of proposed targeting and segmentation strategies

- Quality of proposed creative approach and messaging strategy
- Strength of proposed analytics and reporting capabilities

## 2. Experience and Qualifications (25 points)

- Demonstrated experience in higher education marketing and student recruitment
- Proven track record of successful undergraduate admissions campaigns
- Experience with transfer student recruitment strategies
- Expertise in multi-channel marketing campaigns
- Qualifications and experience of key personnel assigned to the project
- Relevant case studies and examples of similar work
- Client references and testimonials

## 3. Technical Capabilities (20 points)

- Capabilities in name acquisition and strategic targeting
- Expertise in digital advertising platforms (social media, display, search)
- Capabilities in direct mail production and fulfillment
- Email marketing platform capabilities and deliverability rates
- Geofencing and location-based targeting capabilities
- Influencer marketing management experience and approach
- Data security measures and compliance with privacy regulations

## 4. Project Management Approach (15 points)

- Quality and clarity of proposed project management methodology
- Reasonableness and feasibility of proposed timeline
- Communication protocols and reporting procedures
- Quality assurance processes
- Risk management approach
- Staffing plan and resource allocation

5. Cost Proposal (10 points)

- Overall cost-effectiveness of the proposal
- Transparency and clarity of pricing structure
- Value for services provided
- Cost breakdown by campaign component
- Flexibility in budget allocation based on performance

6. Additional Value (5 points)

- Additional services or capabilities not specifically requested but beneficial to the project
- Innovative approaches that enhance campaign effectiveness
- Sustainability of proposed strategies beyond the contract period
- Knowledge transfer and training components
- Scalability of proposed solutions for future campaigns

7. Cost Value (25 Points)

Proposals will be scored on a scale of 1-5 for each criterion, with the points weighted according to the percentages above. The maximum possible score is 150 points.

**6.0 CONTRACT ADMINISTRATION**

All Contract Administration requirements are conditioned on an award resulting from this solicitation. This information is provided for the Vendor’s planning purposes.

**6.1 CONTRACT MANAGER AND CUSTOMER SERVICE**

The Vendor shall be required to designate and make available to the State a contract manager. The contract manager shall be the State’s point of contact for Contract related issues and issues concerning performance, progress review, scheduling, and service.

<b>Contract Manager Point of Contact</b>	
Name:	

Office Phone #:	
Mobile Phone #:	
Email:	

**6.2 POST AWARD PROJECT REVIEW MEETINGS**

The Vendor, at the request of the State, shall be required to meet periodically monthly with the State for Project Review meetings. The purpose of these meetings will be to review project progress reports, discuss Vendor and State performance, address outstanding issues, review problem resolution, provide direction, evaluate continuous improvement and cost saving ideas, and discuss any other pertinent topics.

**6.3 CONTINUOUS IMPROVEMENT**

The State encourages the Vendor to identify opportunities to reduce the total cost the State. A continuous improvement effort consists of various ways to enhance business efficiencies as performance progresses.

**6.4 ACCEPTANCE OF WORK**

Performance of the work and/or delivery of Goods shall be conducted and completed at least in accordance with the Contract requirements and recognized and customarily accepted industry practices. Performance shall be considered complete when the Services or Goods are approved as acceptable by the Contract Administrator.

Acceptance of Vendor’s work product shall be based on the following criteria:

**Meeting the full criteria outlined in the specific area(s) that are awarded to the vendor.**

The State shall have the obligation to notify Vendor, in writing ten (10) calendar days following completion of such work or delivery of a deliverable described in the Contract that it is not acceptable. The notice shall specify in reasonable detail the reason(s) it is unacceptable. Acceptance by the State shall not be unreasonably withheld; but may be conditioned or delayed as required for reasonable review, evaluation, installation, or testing, as applicable to the work or deliverable. Final acceptance is expressly conditioned upon completion of all applicable assessment procedures. Should the work or deliverables fail to meet any specifications, acceptance criteria or otherwise fail to conform to the Contract, the State may exercise any and all rights hereunder, including, for Goods deliverables, such rights provided by the Uniform Commercial Code, as adopted in North Carolina.

**6.5 TRANSITION ASSISTANCE**

If a Contract results from this solicitation, and the Contract is not renewed at the end of the last active term, or is canceled prior to its expiration, for any reason, Vendor shall provide transition assistance to the State, at the option of the State, for up to \_\_\_\_ 3 months to allow for the expired or canceled portion of the Services to continue without interruption or adverse effect, and to facilitate the orderly transfer of such Services to the State or its designees. If the State exercises this option, the Parties agree that such transition assistance shall

be governed by the terms and conditions of the Contract (notwithstanding this expiration or cancellation), except for those Contract terms or conditions that do not reasonably apply to such transition assistance. The State shall agree to pay Vendor for any resources utilized in performing such transition assistance at the most current rates provided by the Contract for performance of the Services or other resources utilized.

**6.6 DISPUTE RESOLUTION**

During the performance of the Contract, the parties agree that it is in their mutual interest to resolve disputes informally. Any claims by the Vendor shall be submitted in writing to the State’s Contract Manager for resolution. Any claims by the State shall be submitted in writing to the Vendor’s Project Manager for resolution. The Parties shall agree to negotiate in good faith and use all reasonable efforts to resolve such dispute(s).

During the time the Parties are attempting to resolve any dispute, each shall proceed diligently to perform their respective duties and responsibilities under this Contract. The Parties will agree on a reasonable amount of time to resolve a dispute. If a dispute cannot be resolved between the Parties within the agreed upon period, either Party may elect to exercise any other remedies available under the Contract, or at law. This provision, when agreed in the Contract, shall not constitute an agreement by either party to mediate or arbitrate any dispute.

**6.7 CONTRACT CHANGES**

Contract changes, if any, over the life of the Contract shall be implemented by contract amendments agreed to in writing by the State and Vendor. Amendments to the contract can only be through the contract administrator.

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## 7.0 ATTACHMENTS

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**\*\*IMPORTANT NOTICE\*\***

**RETURN THE REQUIRED ATTACHMENTS WITH YOUR RESPONSE  
FOLLOW THE LINKS TO ACCESS EACH ATTACHMENT**

### **ATTACHMENT A: PRICING**

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Costing Proposals will be in the Bonfire Portal  
**Undergraduate Annual Cost Proposal**  
**PhD Annual Cost Proposal**

### **ATTACHMENT B: INSTRUCTIONS TO VENDORS**

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The Instructions to Vendors, which are incorporated herein by this reference, may be found here:  
<https://ncadmin.nc.gov/formnorth-carolina-instructions-vendors032023/download?attachment>

### **ATTACHMENT C: NORTH CAROLINA GENERAL TERMS & CONDITIONS**

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The North Carolina General Terms and Conditions, which are incorporated herein by this reference, may be found here:

<https://www.doa.nc.gov/form-north-carolina-general-terms-and-conditions-11-2023/open>

### **ATTACHMENT D: HUB SUPPLEMENTAL VENDOR INFORMATION**

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Complete and return the Historically Underutilized Businesses (HUB) Vendor Information form, which can be found at the following link: [https://files.nc.gov/ncdoa/pandc/OnlineForms/Form\\_HUB-Supplemental-Vendor-Information\\_9.2021.pdf](https://files.nc.gov/ncdoa/pandc/OnlineForms/Form_HUB-Supplemental-Vendor-Information_9.2021.pdf)

### **ATTACHMENT E: CUSTOMER REFERENCE FORM**

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Complete and return the Customer Reference Form, which can be found at the following link:  
[https://files.nc.gov/ncdoa/pandc/OnlineForms/Form\\_Customer\\_Reference\\_Template\\_09.2021.pdf](https://files.nc.gov/ncdoa/pandc/OnlineForms/Form_Customer_Reference_Template_09.2021.pdf)

### **ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY VENDOR**

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Complete and return the Location of Workers Utilized by Vendor, which can be found at the following link:  
[https://files.nc.gov/ncdoa/pandc/OnlineForms/Form\\_Location-of-Workers\\_09.2021.pdf](https://files.nc.gov/ncdoa/pandc/OnlineForms/Form_Location-of-Workers_09.2021.pdf)

**ATTACHMENT G: CERTIFICATION OF FINANCIAL CONDITION**

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Complete, sign, and return the Certification of Financial Condition, which can be found at the following link:  
[https://files.nc.gov/ncdoa/pandc/OnlineForms/Form\\_Certification-of-Financial-Condition\\_09.2021.pdf](https://files.nc.gov/ncdoa/pandc/OnlineForms/Form_Certification-of-Financial-Condition_09.2021.pdf)

**\*\*\* Failure to Return the Required Attachments May Eliminate  
Your Response from Further Consideration \*\*\***

**Exhibits Scope of work**

**EXHIBIT A**

Undergraduate, Graduate, and Extended Campus: **A&T Online**

**Undergraduate Admissions Criteria**

Student Search -

- 125,000 – 200,000 Prospect to Inquiry conversion
- 25,000 Transfer Prospect to Inquiry conversion
- 20,000 Parent Communication
- 40,000 Application Generation
- 15,000 Yield Campaign/Anti Melt – 3,300 Paid Deposits
- Personalized Post Card Mailing
- Ghost Voice Mail Messages

Digital Campaign -

- Display ads in Facebook, Instagram, Tic Tok (Social Media)
- 6 to 12 months Google Pay-Per-Click PPC
- 3 to 6 months social media retargeting
- 6 months of iHeartRadio Advertising
- Geofencing at 5 top community colleges
- MatchBACK – using website technology to match-back with all website activities •  
InquiryDETECTOR uses website tracking technology to help

Extended Campus

One "performance-based digital agency" for on-ground and online students and for Undergraduate and Graduate students

i. Volume and Cost Metrics

4. Forecasted and Actual Volume of Inquiries by Channel

- Projected volume of inquiries by channel (e.g., SEO, Paid Search, etc.): X inquiries
- Actual volume of inquiries by channel: Y inquiries

5. Projected and Actual Cost per Inquiry by Channel

- Projected cost per inquiry by channel: \$X
- Actual cost per inquiry by channel: \$Y

6. Progress Reports/Scorecards for Inquiry Generation

- Regular progress reports/scorecards detailing the performance of inquiry generation activities

II. Digital Asset Management

2. Management of NC A&T Website and Digital Assets

- Management and optimization of NC A&T website and digital assets
- Compliance with current standards, including Google Analytics and other relevant tools

III. Inquiries and Student Starts

3. Purchase of Inquiries at Program and University Levels

- Ability to purchase inquiries at the program level and university level
- Expected number of purchased inquiries: X inquiries

4. Projection of New Student Starts by Program

- Ability to project new student starts by program based on inquiries and other relevant factors

IV. Performance Evaluation

3. Evaluation Based on Projected Inquiry Volumes and Cost per Inquiry

- Evaluation of the agency's performance in meeting projected volumes of inquiries and cost per inquiry targets by channel

4. Evaluation Based on Inquiry-to-Application Conversion and Cost per Application by Channel

- Evaluation of the agency's performance in inquiry-to-application conversion rates and cost per application targets by channel

V. Real-time Reporting

3. Provision of Real-time Dashboard for Non-duplicated Inquiry Volumes and Cost per Inquiry by Channel

- Provision of a real-time dashboard showing actual volumes of non-duplicated inquiries delivered to the CRM
- Real-time tracking and reporting of cost per inquiry by channel

4. Alternatively, Up-to-date Reports at Least Twice per Week

- If a real-time dashboard is not feasible, the agency should provide up-to-date reports on nonduplicated inquiry volumes and cost per inquiry by channel at least twice per week

VI. Budget and Expenses

3. Overhead Expenses Budget Breakdown by Work Categories

- Detailed breakdown of the agency's overhead expenses budget by work categories (e.g., project, creative, graduation, etc.)

4. Media Expenses as Pass-through Expenses without Markup

- All media expenses related to purchasing inquiries should be passed through as expenses without any markup

VII. Strategic Plan Goal Alignment by AY 2027-2028

3. In-demand Online Degree Programs and Certifications: 290 Enrollees, launch of 3 Undergraduate, 3 Graduate, and 6 Certificates based on current/planned inventory
  - Expected enrollment of 290 students in in-demand online degree programs and certifications
  - Launch of 3 new undergraduate programs, 3 new graduate programs, and 6 new certificates based on current/planned inventory
4. Community College Strategy: 145 Transfer Enrollees
  - Expected enrollment of 145 transfer students from community colleges

VIII. Success Metrics

5. Program Page Bounce Rate: 50-64%
  - The agency should aim for a program page bounce rate within the range of 50-64%.
6. Quality Leads for 32 Online Programs: 960 leads (30 leads per program)
  - The agency should deliver 30 quality leads for each of the 32 online programs, resulting in a total of 960 quality leads.
7. Lead to Application Rate: 7% to 12%
8. Application to Enrollment Rate 19% -35%

**EXHIBIT B**

**Undergraduate Admissions Criteria**

**Sophomore/Junior and Senior Search Campaign**—up to 200,000 total prospect names. Campaign includes 1 fall Senior drop and 1 spring Sophomore/Junior drop. Creative elements will be refreshed with a different call to action, when appropriate, to differentiate between the two audiences. Elements include:

- Name buy strategy and purchasing assistance from an enrollment strategist; any name vendor can be used for the purchase of names, upon your direction
- Mailing a personalized postcard
- A combination of display and social media ads (Facebook, Instagram, and Snapchat) to run 2 months for your Senior drop and 1 month for your Sophomore/Junior drop; our digital experts will optimize the ad placement and specific channel selection based on campaign metrics and best practices
- 5 (A/B subject lines) targeted emails for a total of 10 emails
- 5 (A/B subject lines) nurture emails for a total of 10 emails to all campaign engagers • Encrypted landing page with pixel tracking (cookies)

**Transfer Search Campaign**—up to 25,000 total transfer prospect names, including new names and prospects already in your database. Campaign includes 1 drop. Creative elements will be refreshed from the main Search campaign, when appropriate, to increase relevance for the Transfer audience. Elements include:

- Mailing a personalized postcard
- A combination of display and social media ads (Facebook, Instagram, and Snapchat) to run 1 month for your Transfer drop; our digital experts will optimize the ad placement and specific channel selection based on campaign metrics and best practices
- 5 (A/B subject lines) targeted emails for a total of 10 emails
- 5 (A/B subject lines) nurture emails for a total of 10 emails to all campaign engagers
- 1 ringless voice message will be delivered directly to the voicemail box of up to 5,000 transfer prospects with valid mobile phone numbers
- 1 month of display and social media (Facebook and Instagram) geofencing advertising to devices that passed through your top 3 local community colleges
- Encrypted landing page with pixel tracking (cookies)

### **Geo Fencing & Targeting** – At 10 North Carolina Community Colleges

**appGEN Campaign**—a comprehensive application generation campaign to your best 20,000 Senior inquiries. Campaign includes up to 2 drops. Elements include:

- Mailing a personalized postcard
- 3 (A/B subject lines) targeted emails for a total of 6 emails
- 1 ringless voice message to encourage completion of incomplete applications
- A combination of display and social media ads (Facebook and Instagram) to run a total of 1 month per drop. Our digital experts will optimize the ad placement and specific channel selection based on campaign metrics and best practices.
- Mailing a personalized postcard to the inquiries' parents/family

**Traditional Undergraduate Digital Campaign**—a multi-channel digital campaign to attract prospective students outside of your name buy list. Includes:

- Look-alike modeling identifies leads based on household metrics from past enrollees and enables you to launch digital campaigns (in the absence of a list) to households that contain prospective students who have a high likelihood to convert
- A combination of display and social media ads (Facebook and Instagram) to run 3 months to the lookalike model list; our digital experts will optimize the ad placement and specific channel selection based on campaign metrics and best practices
- Development of a landing page with a contact form, optimized to run alongside digital ads
- 6 months of Google Pay-Per-Click (PPC) Search ads that put your school in front of relevant keywords

- 3 months of display and social media (Facebook and Instagram) retargeted advertising to visitors from your undergraduate webpages who are located in North Carolina, including pixel installation • 6 months of iHeartRadio advertising on the Black Information Network in Charlotte

### **Influencer Marketing Campaign**

- Up to 10 micro-influencers posting twice in the fall; each posting timeframe will include at least 1 image or video on their main social platform and an amplification on another social channel (could also be Instagram Stories, Facebook Stories, etc.)
- Up to 10 micro-influencers posting twice in the spring; each posting timeframe will include at least 1 image or video on their main social platform and an amplification on another social channel (could also be Instagram Stories, Facebook Stories, etc.)
- Influencers will provide their post insights so that we can report on the campaign impact

## **EXHIBIT C**

### **Graduate and PhD Programs**

- **Student Search:**
  - Identification of qualified graduate candidates via multiple channels of available search sources, including stealth lead generation and behavioral scoring.
  - Personalized Postcard Mailings.
  - Ghost Voicemail Messages.
  - 8-hrs., 6-days per week, Inbound Call Center.
- **Digital Campaign:**
  - Provision of direct marketing services, including message development, publication design and creation, digital collateral, distribution management, communication planning and tracking, and responding to the leads generated by direct marketing campaigns.
  - Marketing Funnels with Automated Calls to Action (CTA).
  - Updated Marketing ROI Calculations, Reports, and Feedback.
  - Dynamic Landing Pages, Routed Based on Visitor Intent.
  - Email Campaigns and Follow-up.
  - Data Gathering, Analytics, and Reporting with Sophisticated Marketing Campaign Adjustments and Tuning.

- MatchBACK – using website technology to match-back with all website activities and recruitment events attended by TGC.
- InquiryDETECTOR – using website tracking technology to identify qualified prospects.
- Options to exit the contract immediately when enrollment targets are not met.
- Display ads on Facebook, Instagram, and TikTok.
- 6 to 12 months Google Pay-Per-Click (PPC).
- 8 months of iHeartRadio Advertising.
- **Volume and Cost Metrics:**
  - Forecasted and Actual Volume of Inquiries by Channel.
  - Projected volume of inquiries by channel (e.g., SEO, Paid Search, etc.): X inquiries.
  - Actual volume of inquiries by channel: Y inquiries.
  - Projected and Actual Cost per Inquiry by Channel.
  - Projected cost per inquiry by channel: \$X.
  - Actual cost per inquiry by channel: \$Y.
  - Progress Reports/Scorecards for Inquiry Generation.
  - Regular progress reports/scorecards detailing the performance of inquiry generation activities.
- **Digital Asset Management:**
  - Management of NC A&T Website and Digital Assets.
  - Management and optimization of NC A&T website and digital assets.
  - Compliance with current standards, including Google Analytics and other relevant tools.
- **Inquiries and Student Starts:**
  - Purchase of Inquiries at Program and University Levels.
  - Ability to purchase inquiries at the program level and university level.
  - Expected number of purchased inquiries: X inquiries.
  - Projection of New Student Starts by Program.
  - Ability to project new student starts by program based on inquiries and other relevant factors.
- **Performance Evaluation:**
  - Evaluation Based on Projected Inquiry Volumes and Cost per Inquiry.
  - Evaluation of the agency's performance in meeting projected volumes of inquiries and cost per inquiry targets by channel.

- Evaluation Based on Inquiry-to-Application Conversion and Cost per Application by Channel.
- Evaluation of the agency's performance in inquiry-to-application conversion rates and cost per application targets by channel.
- **Real-time Reporting:**
- Provision of Real-time Dashboard for Non-duplicated Inquiry Volumes and Cost per Inquiry by Channel.
- Provision of a real-time dashboard showing actual volumes of non-duplicated inquiries delivered to the CRM.
- Real-time tracking and reporting of cost per inquiry by channel.
- Alternatively, Up-to-date Reports at Least Twice per Week.
- If a real-time dashboard is not feasible, the agency should provide up-to-date reports on non-duplicated inquiry volumes and cost per inquiry by channel at least twice per week.
- **Budget and Expenses:**
- Overhead Expenses Budget Breakdown by Work Categories.
- Detailed breakdown of the agency's overhead expenses budget by work categories (e.g., project, creative, graduation, etc.).
- Media Expenses as Pass-through Expenses without Markup.
- All media expenses related to purchasing inquiries should be passed through as expenses without any markup.
- **Strategic Plan Goal Alignment by AY 2027-2028:**
- In-demand Online Degree Programs and Certifications: 290 Enrollees, launch of 3 Undergraduate, 3 Graduate, and 6 Certificates based on current/planned inventory.
- Expected enrollment of 290 students in in-demand online degree programs and certifications.
- Launch of 3 new 4+1 undergraduate programs, 3 new graduate programs, and 6 new certificates based on current/planned inventory.
- **Success Metrics:**
- Program Page Bounce Rate: 50-64%.
- The agency should aim for a program page bounce rate within the range of 50-64%.
- Quality Leads for 32 Online Programs: 960 leads (30 leads per program).
- The agency should deliver 30 quality leads for each of the 32 online programs, resulting in a total of 960 quality leads.
- Lead to Application Rate: 7% to 12% (to meet the goal of at least 12% lead-to-enroll conversion rate by 2027).

- The agency should strive for a lead-to-application conversion rate within the range of 7% to 12% to achieve the desired lead-to-enroll conversion rate goal by 2027.
- Application to Enrollment Rate: 19% - 35%.
- The agency should aim for an application-to-enrollment conversion rate within the range of 19% to 35%.