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| **wsu-primary-horz-color-600-10-2017-small**  **Division of Finance and Business Operations** |  | **Procurement & Strategic Sourcing**  **5700 Cass Avenue, Suite 4200**  **Detroit, Michigan 48202**  **(313) 577-3734** |

**February 21, 2024**

**Addendum No. 2**

**RFP Marketing Partner Search**

**dated February 13, 2024**

**This Addendum must be acknowledged on Schedule D.**

Questions have been raised for the University's RFP for **Marketing Partner Search** for the **Law School, Marketing/Communication.** A summary of the questions asked, and the University's responses are as follows:

**Question:**

Can vendors supply Schedule C in the RFP word/PDF file? If yes, does this file count against the 25-page limit?

**Answer:**

Yes, vendors should supply Cost Schedule C in the PDF file. You should take your entire proposal and PDF it. You should then attach the Cost Schedule C as an excel file by itself. The 25-page limit does include all the schedules and exhibits required.

**Question:**

Is there any openness to increasing the page limit of the response (or removing required forms from the page count)?

**Answer:**

No, the evaluation committee needs to be able to read all the responses. 25 pages is the limit.

**Question:**

What are your goals for enrollment growth? What is your timeline for achieving these growth goals?

**Answer:**

Goal for JD:

* 125 to 130 students per incoming class
* Increase quality of applicants (Median 162, median GPA 3.83)
* Increase students of color
* Increase non-resident students

Goal MSL (all concentrations combined):

* Projected enrollment goal 254 students by FY28
* Approximate 35% increase per year

**Question:**

Can you provide annual inquiry, completed application, and enrollment data for each of the programs that would be marketed for the past 2-3 years?

**Answer:**

**Juris Doctorate (JD)**

Annual inquiry: not readily available

Applied:

* 2023:1058
* 2022: 860
* 2021: 954

Admitted:

* 2023: 290
* 2022: 303
* 2021: 309

Enrolled:

* 2023: 126
* 2022: 126
* 2021: 123

**MSL-Human Resources**

Applied:

* 2023: 53
* 2022: 27
* 2021: 42

Admitted:

* 2023: 49
* 2022: 30
* 2021: 38

Enrolled:

* 2023: 44
* 2022: 24
* 2021: 31

**MSL-Health Law**

Applied:

* 2023: 0
* 2022: 0
* 2021: 0

Admitted:

* 2023: 0
* 2022: 0
* 2021: 0

Enrolled:

* 2023:5 (first year offered, no specific marketing done for this prior to)
* 2022:0
* 2021:0

**Question:**

Are you engaging young alumni/current seniors in campaigns for these programs?

**Answer:**

For recruitment, we market internally to WSU undergraduate students at recruitment events on campus, email them to invite them to information sessions, and advertise on campus via print/digital posters. We use testimonials from MSL alumni in our current digital marketing efforts.

**Question:**

What % of your enrolled students come from their alumni/current undergraduate seniors?

**Answer:**

We are limited on time to pull data for this so these are a guess.

JD: Guestimate is 20% or less

MSL: Guestimate is 30% or less

**Question:**

Do you currently acquire LSAC names? If so, please provide the number of names acquired last year that would be marketed to.

**Answer:**

Yes, we do acquire 40,000-44,000 LSAC name for JD.

**Question:**

Can you provide a breakdown of geographic parameters from a marketing and recruiting perspective? Are you looking to expand your current geographic parameters? If so, which key markets do you want to target (or would you like guidance there)?

**Answer:**

JD:

* Most students are from the Metro Detroit area, and the rest from the Great Lakes area, but we’d like to expand the student-base nationally. The state of Michigan has adopted the Uniform Bar Exam so this is a major step which means Michigan lawyers are appropriately prepared to practice law and serve their clients here and nationwide.

MSL

* Current target is Great Lakes area but it is a 100% online degree so can target nationwide.

We also welcome guidance here for efficient use of the budget to get qualified applicants.

**Question:**

Are you planning on launching any hybrid or masters law programs in the next 1-2 years? If so, what are they, and do you wish to have these marketed to by the chosen vendor?

**Answer:**

JD: not at this time.

MSL: Our program is currently 100% online.

**Question:**

Has WSU identified a budget for this initiative, and if so, is it possible to share? Is there a price above which proposals would not be accepted? Does this include pass-through costs (i.e., media spend)?

**Answer:**

The University does not share budgetary prices. The University will review all proposals and determine which ones will meet our needs and goals.

**Question:**

Is there an incumbent providing similar services to your institution? If yes, then please name the incumbent. If yes, then can you describe why you are proceeding with an RFP to procure services? Are there different / new services you’d like a new vendor to provide?

**Answer:**

The University has two recruitment marketing partners, however, the Law School would like to explore the possibility of having a partner that is more specific to law schools.

**Question:**

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

**Answer:**

There was not a formal process related to this. This RFP is the formal process taking place now.

**Question:**

Can WSU share who will be on the evaluation committee for this RFP?

**Answer:**

No, evaluation committee may or may not change between now and the final evaluation process.

**Question:**

Given that the turnaround time from Q&A to submission is less than 3 business days, would Wayne State consider extending the RFP due date of 1 week?

**Answer:**

Not at this time.

**Question:**

Is there an incumbent for these services for Wayne State Law? If so, who?

**Answer:**

There has been a recruitment marketing partner, but not one that was specifically for the law school.

**Question:**

If no incumbent exists, how has the Law School historically executed these services? Through law admissions, marketing, or a combination of both?

**Answer:**

We are currently working with a digital marketing partner, but it is a combination of both Law Admissions and the Law School Marketing Dept. to execute the campaigns for JD and MSL. Currently the Law School Marketing Director is the liaison between the digital marketing partner and the JD Law Admissions team on daily and weekly tactics, but we all meet with the digital marketing partner for a monthly report, strategy, and discussion.

The MSL Admissions Director is the primary liaison with the digital marketing partner and manages the daily and weekly tactics in collaboration with the Law School Marketing Dept review and approval. MSL Admissions and Law School Marketing meet with the digital marketing partner for a monthly report, strategy, and discussion.

**Question:**

The RFP mentions “market research, nurturing and conversion strategies”; however, Cost Schedule C – does not include these services. Can we assume we can adjust the Excel document to include these services? Or are these services to be considered optional?

**Answer:**

These services would be considered optional, however, adjust the excel documents to include these services so the University can understand the cost implications.

**Question:**

What CRM does Wayne State Law use?

**Answer:**

JD: Common Application System (CAS); ACES now and will migrate to UNITE this summer.

MSL: CAS and will migrate to UNITE FY2024-2025

**Question:**

Is Wayne State Law texting from your CRM?

**Answer:**

No, we do not currently use a texting capability.

**Question:**

What is the budget range/NTE (not to exceed) amount for this work? Is that inclusive of ad spend?

**Answer:**

The University does not share budgetary prices. The University will review all proposals and determine which ones will meet our needs and goals.

The Deadline for project related questions is **February 16, 2024*,*** **12:00 noon**.

**Bids are due by electronic submission on** **February 23, 2024 no later than 2:00 p.m.** The link for bid submission will be posted with the bid details at **http://go.wayne.edu/bids** beginning **February 13, 2024**.

Should you have any questions or concerns about this Addendum or on any other aspects of the Request for Proposal, please send them by email to **Valerie Kreher**, **Senior Buyer**, Email; **rfpteam2@wayne.edu.**

Thank you,

**Valerie Kreher**

**Senior Buyer**

*Attachments:*