

ADDENDUM NO.: One

To ALL OFFERORS:

REFERENCE:	Request for Proposal No.:	RFP# JPG-1131
	Dated:	September 15, 2021
	Commodity:	Admissions and Geodemographic Research and Marketing Services
	RFP Closing On:	October 13, 2021

Please note the clarifications and/or changes made on this proposal program:

1. **Question:** What is the intended first enrollment period for execution of the requested strategy?
Answer: Fall 2023
2. **Question:** How many student records (College Board, Encoura, etc.) does JMU intend to purchase, and which graduation years?
Answer: JMU purchases between 75-100k search names annually. In 2021, JMU purchased graduation years 2022, 2023, & 2024.
3. **Question:** Regarding page 3 (Sec IV, 1.b): *"Identify and develop a 5-year comprehensive strategy to increase enrollment from underrepresented student populations and programs of study."* Is JMU looking to optimize their academic program portfolio mix by looking at the health of current offerings and opportunity associated with new programs? Or are you simply looking to better understand how to enroll students interested in specific areas of study?
Answer: JMU is looking to enroll students interested in specific areas of study to strengthen/increase participation in existing programs that are stagnant or declining enrollment.
4. **Question:** Is there a desired annual budget we should be aware of?
Answer: The university does not disclosure budget information for a project.
5. **Question:** Are current budget dollars funding this RFP, or is JMU looking to invest new budget dollars?
Answer: New budget dollars.
6. **Question:** Since the size and quality of enrollment audiences is the goal of this work, we assume financial aid needs to be part of the scope but there is little mention of cost/aid in the RFP. Can you elaborate on what you expect the firm to do and not do with JMU's financial aid processes and systems?
Answer: The scope of this project does not include financial aid or scholarship strategy.
7. **Question:** Why is JMU interested in this initiative at this time?
Answer: In 2022, JMU will be reclassified as an R2 high research university which is moves the university from regional to the national list. The goal of admissions is to be prepared to identify new markets in and out of state as JMU moves to a national university. This project is about expanding JMU's brand awareness in and out of state.
8. **Question:** Who are the last outside firms to conduct audience research, do enrollment planning, and execute brand initiatives, and when did they last work with JMU?
Answer: That information is not available.
9. **Question:** The research requested does not include primary research with your audiences (e.g., surveys of prospective students), which would benefit all enrollment- and marketing-related parts of the project. Would you consider an approach that includes survey research?
Answer: Yes
10. **Question:** Is the digital campaign meant to focus only on undergraduate populations, or should it extend to grad/online? If not, it may compete.

Answer: The focus is on undergraduate admissions only. We do not offer online degree programs and the graduate school is a separate entity with a very different audience.

11. **Question:** In the RFP, the university wishes to engage 7-12 grade prospects. What sort of outreach does the university currently engage in with 7-9 grade students?

Answer: JMU has a Middle School Leadership Academy, a summer program. The program has been on hold since 2019 due to the pandemic.

12. **Question:** How extensive are the university's electronic and print fulfillment communications?

Answer: The current digital and print communications are adequate for the high school senior prospects that have expressed interest in JMU, reside in known regions, or purchased names. There is an opportunity to expand digital and print communication strategies for high school underclassmen.

Signify receipt of this addendum by initialing "*Addendum # 1*" on the signature page of your proposal.

Sincerely,

Jeremy Good

Buyer Specialist

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