

Mississippi State University
Request for Proposals (RFP) 20-23
Admissions and Recruitment Consulting Services

February 26, 2020
Questions and Answers

Please see below the list of questions we received and the corresponding answers. Use this information as needed to respond to the RFP.

1. Can you share MSU's entering class size of first-time freshmen for the past three cycles and how you'd like to see your entering class grow and/or shape over the next 1 – 3 cycles? Does MSU have specific headcount goals or shaping goals? What are MSU's goals for out of state growth versus in-state growth?
 - Previous entering class sizes for first-time freshmen: 2017- 3435, 2018- 3621, 2019- 3558. We want to grow FR and TR class. In-state will always be priority but since the HS grads in MS are declining and we are currently the #1 choice of students in the state of MS, it seems like out of state is where we will get the growth. Growth is the priority more than shaping.

2. What is the typical inquiry volume for your entering classes? What is your current inquiry volume for Entering Class 2020?
 - We average approximately 69,000 inquiries per year.

3. Approximately how many student names do you purchase by grade in high school? Is there a desire for change?
 - We typically purchase ~275,000 names for each entering class. We are considering increasing this number.

4. Does MSU expect the vendor to market to inquiry pool names as part of the application generation campaign (or newly purchased names/previously purchased names only)?
 - No, just purchased names.

5. To confirm, is the scope of this RFP focused exclusively on traditional undergraduate student recruitment or does it also include nontraditional students—degree completers, adult students (24+ years old), and online students? If the scope includes multiple audiences, will you please confirm which audience is a priority—traditional undergraduate or nontraditional students?
 - Only traditional undergraduate students.

6. Is MSU interested in driving interested students to your existing application only, or would you be interested in a marketing campaign that drives students to a custom-designed application (developed by the vendor) that allows for increased ability to track and promote application completion?
 - MSU application only; part of the Common and Coalition Applications
7. To confirm, is the scope of this RFP focused solely on recruitment to the main campus, or does MSU expect proposals to include services for recruiting to the Meridian Campus as well as the main campus? If recruitment to MSU's Meridian Campus is expected, please clarify any distinct audiences or enrollment goals for this campus.
 - Main campus is the priority for this project, but we may consider adding Meridian at some point.
8. Has MSU 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?
 - There is no set budget.
9. Will MSU consider a proposal that is submitted jointly between a company that specializes in financial aid leveraging and strategic enrollment planning and a company that specializes in student search or is there strict preference for one partner that manages all aspects of this proposal?
 - There is preference for a sole partner, but a joint proposal will be considered.
10. Does MSU have a current or prior strategic enrollment plan that may be shared with us?
 - We do not
11. What is the timeline for the development of the new strategic enrollment plan (anticipated start and completion dates)?
 - Estimated timeline would begin May/June 2020 and would be completed within one calendar year. These dates are flexible.
12. Are there any coordinating groups already established to guide the new strategic enrollment planning process (e.g. a steering or planning committee)? If yes, what's the composition of that group (what offices/divisions are represented)?
 - Executive Enrollment Management Council – Members include the President, Vice Presidents, Head of the Meridian Campus, Institutional Research, Online Director, Recruitment and Marketing Director, Student Success Staff, Honors College Dean, etc.

13. Does MSU have at least 2-3 years of data on enrollment and financial aid that includes comprehensive information on grant and scholarship aid offers to students who did not enroll?

- Yes

14. What are MSU's current systems/CRMs for recruitment and student information? Have there been recent changes or implementations of new systems?

- Banner is SIS and Slate is CRM. Implemented Slate in 2019.

15. Does the university currently work with a partner for any pricing or financial aid optimization work?

- No

16. What are your immediate enrollment goals?

- Grow freshmen and transfer classes

17. Are you currently using any modeling in your Search efforts?

- Yes

18. Are you interested in Senior Search?

- No

19. If so, are you interested in driving students to the Common Application, a customized application created for you, or another type of application?

- N/A

20. Are you interested in receiving a quote for electronic & print (i.e. self-mailer that would encourage students to complete your app), or electronic ONLY?

- No

21. Which list vendors do you use? (e.g. ACT, College Board, NRCCUA)?

- ACT/NRCCUA, College Board, Hopsons, PTK Connect

22. How many names do you purchase?

- Estimation of around 275,000 per year for high school seniors and around 225,000-250,000 for juniors and sophomores.

23. Would you also like to drive your inquiry pool to your application?

- We will take care of this

24. If so, how many students are in your inquiry pool?

- N/A

25. Are you interested in Junior Search, Sophomore Search, or BOTH?

- Both

26. Are you interested in receiving a quote for electronic & print, or electronic ONLY?

- Both

27. Which list vendors do you use? (e.g. ACT/NRCCUA, College Board, Other)?

- See response to question #21.

28. How many names do you purchase?

- See response to question #22.

29. Would you like us to provide you with an option that includes print fulfillment?

- See response to question #26.

30. Are you interested in a Yield campaign?

- No

31. What is the size of your applicant pool?

- Approximately 18,000 freshmen

32. What is your admit rate?

- 66%

33. What is your enrollment goal?

- 3,600 freshmen