

Salem State University
RFP 2018-07 Tradition Undergraduates Enrollment
Addendum I
Conference Minutes
Date: March 22, 2018 12:00

1. Overview

Salem State University is initiating this request for proposal to solicit proposals from firms to provide enrollment growth optimization services for a traditional undergraduate student population and marketplace.

2. Timetable

All RFP proposals are due on Friday, March 30, 2018 at 3:00 to Evelyn Wilson at ewilson@salemstate.edu.

3. Questions

Q: What are you currently doing to search?

We are using another vendor and Chegg for some searches of approximately 10,000 to 120,000 names. We are doing all of our outreach earlier due to population changes, communicating with younger students, as the college recruitment cycle is starting to happen in the sophomore year.

Q. What is the size of the pool?

Applications are about 6,000. Pool is about 25,000 – 30,000.

Q. Is there a need to support through applications? Would you be open to that?

Yes, if you have proven success in getting students to apply or complete their applications, we would be open to that.

Q. Is their support for financial aid leveraging?

We just completed a financial aid study and are implementing those recommendations. We would be open to further thoughts on how aid can be optimized to increase yield.

Q. Is there any attention to counselor travel to high schools?

Yes. We work with area high school guidance counselors and travel to schools frequently. We are open to any proven augmentations of what we are doing.

Q. Do you need someone to help with marketing and enticing messaging?

Yes. As the Gen Z population responds to different type of messaging and we need to let them know what an incredible place this is, we need to reach this audience in a different way. We need to consider the fact that relying on traditional outreach models may not be the most effective choice.

Q. What is the budget?

We are currently spending \$270,000. If you have a proven ROI we could expand budget. If you have proven strategies that would help us gain additional admits, we would be open to reviewing our budget.

Closing: Minutes will be sent out to each vendor. They will be posted on Salem State University web site <https://records.salemstate.edu/rfp> and CommBuys <https://www.commbuys.com/bsauys.com/bsa/> the state web site.