



Procurement Services
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ADDENDUM NO: 1

IFB/RFP No: NKU-13-2022

Project /Commodity: Marketing Media Buying Agency

Date: 10/21/2021

Due Date: **10/01/2021**

BIDDER/RESPONDER SHALL CONFORM TO THE FOLLOWING CHANGES AS SAME SHALL BECOME BINDING UPON THE CONTRACT TO BE ISSUED IN RESPONSE TO THIS INVITATION FOR BID.

1. Of the 80+ undergraduate programs, do we know how many will be supported by the ad budgets listed?

The goal is to establish a plan for NKU that ladders down to programs/majors. The budget of this initiative supports the University overall, not programs/majors.

2. On a related note, will each program have its own campaign, or is there common creative

across the programs included in the assumed budgets listed in Exhibit A?

No, there is one campaign for the University. Not for each major. We would establish common creative to be used for all.

3. How many unique visitors do you see by month over a 12-month period of time?

1.8 M

4. Can we get access to student enrollment data set for modeling and targeting purposes?

Yes, after the selection process, we will provide access to data for modeling/targeting.

5. What is the correct term? “The contract resulting from this RFP shall be effective through December 31, 2021, and is renewable for up to 3 additional one-year renewal periods with the written agreement of both parties.”

The state has to reauthorize contracts every year. This allows us to agree to continue our relationship up to 3 additional years without reissuing RFP.

6. What is the decision-making timeline in order to launch the program in January of 2022?

We are in the middle of our brand reimagining and want to activate media buying by January 2022.

7. What are all of the applicant data fields you are collecting?

Name, Address, Age, Gender, Email, Phone, DOB, Demographics, Language

8. What is the total annual budget NKU will be investing in this media buy?

It varies from year-to-year, but the past three-year average is approximately \$250-500K.

9. Does NKU Currently work with another marketing agency? If so, what is the reason for issuing the RFP?

We are finalizing a new relation with a Marketing agency and want to separate out the media buying from the Marketing agency costs.

10. What programs will be in scope for the agency?

The University as a whole – high level advertising – is the main initiative, but other projects could arise from within the Colleges.

11. Does NKU have a website optimization/SEO strategy? If so, is this managed in-house or by an agency?

We manage SEO in-house, but would be open to more involvement from outside help.

12. Does NKU have landing page assets specific to traffic generated by paid media, or will this traffic be driven to the main website?

We create landing pages for each of our campaigns.

13. In the RFP it references NKU's goals. Can you outline what the goals of this RFP are with

regards to growth in enrollment numbers, website traffic, etc?

We are in the midst of a decline in undergraduate enrollment. Our goals are to begin incremental growth to that demographic by increasing awareness for NKU in our region and beyond.

14. Looking at the historical data, what have NKU's enrollment numbers looked like over the past 3-years?

Overall enrollment is up at NKU during past three years, but Undergraduate enrollment has seen a decline. Our online classes are driving our growth.

15. With the impact of Covid-19, what is NKU's position with students who would prefer to continue with online studies versus in-person classroom studies? (supports messaging and key search terms)

NKU is committed to being a hybrid-university, meeting students where their needs are and supporting them accordingly.

16. Does the college have historical data with regards to demographic and geographical data related to student population?

Yes, we can provide that data from Institutional Research once the selection process is complete.

17. Does the college have any historical data with regards to high schools or specific markets where there were notably declines in enrollment numbers? (potential for geo fencing options)

Yes, we can provide data from Admissions after selection process.

18. What is the current average age of students at NKU?

44% of campus is 19-24 years old.

19. Is this RFP focused solely on growing enrollment numbers or will a portion of the budget

be focused on other events or activities at NKU?

Main focus is growing enrollment, but other initiatives may arise to increase awareness to other University offerings.

20. Whether companies from Outside USA can apply for this?

We prefer companies from within the United States.

21. Whether we need to come over there for meetings?

From time-to-time, yes, in-person meetings would be warranted, but most could be accomplished via Zoom.

22. Can we perform the tasks (related to RFP) outside USA?

If asking about international recruiting, we could explore the media buy for that demographic.

23. Can we submit the proposals via email?

Yes.

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RS-10/21/2021