



**MONTCLAIR STATE**  
**UNIVERSITY**  
**Montclair, NJ 07043**

**ADDENDUM NO. 1**

**Request for Proposal #1523**  
**Media Buying and Marketing Services**  
**April 21, 2022**

Date of Original Bidding Documents: April 6, 2022

**INTENT:** This Addendum forms a part of the Contract Documents and modifies the Original Bidding Documents and Prior Addenda, if any, as identified above. Acknowledge receipt of this Addendum in the space provided on the Bid Form. Failure to do so may subject Bidder to disqualification.

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**I. Points of Information:**

1. **Question:** Section 3.7 What kind of creative will you require? Specifically digital ads, social ads, out of home, video, etc?

*Answer: The types of ads we need will be based on the paid media plan to be developed by the awarded bidder. We are open to considering all media types. To maximize our budget in the past we relied more on digital and out of home, with a minimal amount of traditional.*

2. **Question:** Section 3.1 For 1st Party data, will you be able to share your CRM?

*Answer: Our CRM is Slate. We want the awarded bidder to integrate its data directly into Slate. We expect the awarded bidder to have the technical expertise to do so and not to rely heavily on in-house staff.*

3. **Question:** Section 3.1- What type of social media do you expect the agency to place- organic, sponsored, or both?

*Answer: To date, we have managed our own organic social media and have relied on our media buying partner for sponsored. We are always willing to examine ways of operating that maximize our social media engagement.*

4. **Question:** Who is the incumbent and how long have you been working with them?

*Answer: EducationDynamics has been our contractor for these services since 2019.*

5. **Question:** Does the \$1 million media spend budget include all agency fees and commission or are all agency fees in addition to the \$1 million?

*Answer: The \$1 million estimated spend budget does not include any agency fees or commissions.*

6. **Question:** How many hours per week do you anticipate you will require?

*Answer: Please quote creative services in the format provided in Attachment #1 – Price Sheet of the RFP.*

7. **Question:** What does success look like for this initiative? What type of research do you have available and when was it conducted?

*Answer: Success metrics include improved brand awareness and favorability; increased inquiries, applications and yielded students; and efficiency as measured by cost-per-inquiry, cost-per-application, and cost-per-enrolled student.*

8. **Question:** Is the incumbent permitted to respond to this RFP?

*Answer: Yes, the incumbent can respond to this public bid.*

9. **Question:** Have you defined specific KPIs?

*Answer: See question 7.*

10. **Question:** Who are your top competitors?

*Answer: We intend to share this confidential information with the awarded bidder.*

11. **Question:** What has been successful in the past in respect to marketing and media placement?

*Answer: We intend to share this confidential information with the awarded bidder.*

12. **Question:** What has not been successful in the past in respect to marketing and media placement?

*Answer: We intend to share this confidential information with the awarded bidder.*

13. **Question:** Is there a seasonality to the way that budget is traditionally spent?

*Answer: We intend to share this confidential information with the awarded bidder.*

14. **Question:** What is the average time from inquiry/lead to application?

*Answer: We intend to share this confidential information with the awarded bidder.*

15. **Question:** What is the current CPL (cost per lead) and CPE (cost per enrollment)?

**Answer:** *We intend to share this confidential information with the awarded bidder.*

**16. Question:** What is the trend of the last 3 years on Leads, Applicants and Enrollments?

**Answer:** *We intend to share this confidential information with the awarded bidder. Interested bidders are encouraged to consult publicly-available data sources, such as IPEDS, for specific information about Montclair's enrollment.*

**17. Question:** What is the goal for growth on Leads, Applicants and Enrollments (%)?

**Answer:** *We intend to share this confidential information with the awarded bidder.*

**18. Question:** What is the current distribution of spending for each campaign/ initiative?

**Answer:** *We intend to share this confidential information with the awarded bidder.*

**19. Question:** What has been the estimated impact from COVID-19? Does this change the marketing strategy in terms of Cost per Enrollment, or the radius of students targeted?

**Answer:** *Montclair, unlike many other institutions, has maintained its enrollment during the pandemic, and in Fall 2021 we enrolled the largest freshman class in our history.*

**20. Question:** What are the current main acquisition sources for applicants?

**Answer:** *We intend to share this confidential information with the awarded bidder.*

**21. Question:** What's the average drive time for commuters?

**Answer:** *We do not track this information. A large proportion of Montclair's students reside in North and Central New Jersey.*

**22. Question:** Are there any media channels or tactics in which you do not want to have a presence?

**Answer:** *We are open to the recommendations of the awarded bidder, but like most educational institutions we will not associate our brand with other brands, products or services that are not consistent with our values or mission.*

**23. Question:** Of the tactics provided in the RFP, what are deemed the most successful? And how is that attributed?

**Answer:** *We intend to share this confidential information with the awarded bidder.*

**24. Question:** What is the ratio of students entering Montclair State University who have selected a school or program of interest?

**Answer:** 2/3 have chosen a program; about 1/3 are undeclared.

**Question:** What are the largest academic programs offered? What are the most popular majors?

**Answer:** Largest programs are psychology, business administration, biology, justice studies and educational foundations for elementary teachers. Most popular are nursing, musical theater, dance, business, bio, sports communication & media, educational foundations, film and tv, fashion studies and animation.

**25. Question:** Who are the institutions that are considered competitive? Or those whose approach you admire?

**Answer:** We intend to share this confidential information with the awarded bidder.

**26. Question:** Do you have any research available that can illuminate the main reasons students ultimately choose Montclair State University? Are there any leading indicators of how this may change post-COVID-19?

**Answer:** Yes. We have data about student choice, and in addition we are in the process of completing a comprehensive multi-audience brand health. We will share this confidential information with the awarded bidder.

**27. Question: 3.3 Landing pages and Lead Capture-** Can you clarify what support you require regarding landing pages (will the selected agency need to design the landing pages?).

**Answer:** We want to partner with the awarded bidder to develop and implement an efficient and effective landing page strategy. One option we envision is that the awarded bidder would build landing page templates that follow best practices and the University would populate them with our content. In this scenario the templates must integrate with our website design and structure (we use Wordpress) and provide the ability to embed customized RFI's. RFI's must integrate with our CRM, Slate, and provide the ability to add hidden fields for collecting UTM data.

We are also open to exploring other options that provide the University with the ability to quickly receive inquiries and that also give us a solid foundation for analytics. We are especially interested in having data on the entire customer journey, allowing us to measure customer interactions with all marketing touchpoints, and to track this data back to enrollment.

**28. Question: 4.8 Submittals -** Can you please confirm that the original bid proposal is a paper submission?

**Answer:** Yes, the original bid proposal should be a paper submission, clearly marked as the "Original" and four (4) USB flash drives containing the full, complete and exact copies of the original. Each flash drive should be marked with the bidder's name and the RFP number.

**29. Question:** What precipitated the RFP?

*Answer: Our RFP explains in detail what we believe will best meet our needs at this phase of our marketing evolution. Bidders are encouraged to thoroughly address their capability to meet those identified needs.*

**30. Question:** Who is the incumbent agency for media and creative services?

*Answer: Please refer to the University's response to question #4 herein.*

**31. Question:** How long has Montclair State University been working with the incumbent agency?

*Answer: Please refer to the University's response to question #4 herein.*

**32. Question:** Is your incumbent agency participating in this RFP?

*Answer: Please refer to the University's response to question #8.*

**33. Question:** Can you provide the name of the agency Montclair State University worked with for Media and Creative – prior to the incumbent? For how long of a period did you work with them?

*Answer: We have been working with Education Dynamics since 2019.*

**34. Question:** In 2021/2022, what was the percentage split in media spending between digital and traditional?

*Answer: 95% digital; 5% traditional.*

**35. Question:** At what point do you reach out to references?

*Answer: The University typically contacts references during the final portion of the evaluation process.*

**36. Question:** Is there a rating/scoring system given to the various parts of this RFP? If the answer is YES, can you share it with us?

*Answer: The award of this RFP will be on price and other factors. The evaluation criteria are listed in Section 5.1 Evaluation Criteria of the RFP. The specific values assigned to each criterion are not disclosed.*

**37. Question:** Are you looking to target all degree areas (each, Master, Doctorate), or is there a higher focus on one degree over another. You specifically mentioned that you are a Research Doctoral Institution that offers other degrees. Acquiring Master's and Doctorate students can get very expensive.

*Answer: The University is interested in maximizing net tuition revenue. We market both graduate and undergraduate programs. Investments in paid advertising for graduate programs typically focus on launching new program launches and supporting existing programs with the highest growth potential.*

**38. Question:** Is this purely for campus or is it for online too?

*Answer: Both, except for a small number of programs that are marketed by an Online Program Manager.*

**39. Question:** What are the metrics you are looking to achieve on a cost per enrollment basis for each degree level?

*Answer: Specific CPE targets vary by program, based on past performance and other variables. We expect the awarded bidder to advise us on appropriate targets.*

**40. Question:** What is their present-day cost per enrollment, on average?

*Answer: We intend to share this confidential information with the awarded bidder.*

**41. Question:** Is the budget purely for recruitment and not nurture?

*Answer: The estimated \$1 million paid advertising budget mentioned in the RFP is for brand awareness and student recruitment (lead generation). Nurture is performed largely by the admissions offices for undergraduate and graduate programs.*

**42. Question:** Who is handling the nurturing and is that a separate budget?

*Answer: Nurture (recruitment, funnel management) is performed largely by the admissions offices for undergraduate and graduate programs.*

**43. Question:** What are you doing on your own? Search, social, email, etc.?

*Answer: Our in-house staff currently plans and produces direct communication channels that include websites and email, as well as organic social and earned media.*

**44. Question:** Would you be ok with us doing search for you?

*Answer: We expect that the awarded bidder will manage paid search.*

**45. Question:** My company has worked with higher education clients through agencies and signed an NDA, does this fulfill the requirements for references from higher education institutions?

**Answer:** *Bidders do not need to share confidential information of their references. Bidders must submit three references from client organizations your firm has performed similar services within the last five years and at least two of the references must be higher education institutions as stated in Section 3.9 Statement of Qualifications.*

**46. Question:** Is WordPress CMS an acceptable CMS for website needs?

**Answer:** *The University's web presence is currently hosted on a WordPress platform.*

**47. Question:** What is the allotted/not-to-exceed budget for this website project?

**Answer:** *This RFP is not for a "website project."*

**48. Question:** Is there any preference for in-state vs. out-of-state vendors?

**Answer:** *No, there is no preference for in-state vendors or out of state vendor.*

**49. Question:** Can the work for this proposal, in its entirety, be done through digital mediums (i.e. Zoom Meetings)?

**Answer:** *Yes, although the occasional visit to our campus may help the awarded bidder build relationships and understand the institution in depth.*

**50. Question:** Does Montclair State University have high-quality and high-resolution content that can be used for the website, or is this procurement up to the chosen vendor?

**Answer:** *Yes, we have an extensive photo library and in-house photo and video production capabilities.*

**51. Question:** Does Montclair State University have brand guidelines that can be used for this proposal?

**Answer:** *Yes, interested parties can find them at the University Communications & Marketing website on montclair.edu*

**52. Question:** Does Montclair State University have digital assets that the chosen vendor can use to maintain brand congruency?

**Answer:** *Yes.*

**53. Question:** Does Montclair State University have a platform budget breakdown?

**Answer:** *We intend to share this confidential information with the awarded bidder.*

**54. Question:** What campaign mediums have produced the best results for Montclair State University in the past?

**Answer:** *We intend to share this confidential information with the awarded bidder.*

**55. Question:** Is the vendor required to have an SMWBE Policy? Meaning: Small, Minority, and Women Owned Business Enterprises (SMWBEs) in the procurement process.

**Answer:** *The awarded bidder is not required to have a Small, Minority, and Women Owned Business Enterprises policy, but they must comply with the State of New Jersey Mandatory Equal Employment Opportunity Language requirement.*

**56. Question:** Who does Montclair State University view as higher education competitors?

**Answer:** *We intend to share this confidential information with the awarded bidder.*

**57. Question:** Are you expecting specific draft digital media budgets as a part of this proposal submission?

**Answer:** *No. Bidders should follow the RFP instructions precisely.*

**58. Question:** How many campaigns for undergrad and graduate programs are expected in this scope?

**Answer:** *See answer to question 73.*

**59. Question:** How many graduate programs and certificates will be marketed in this scope?

**Answer:** *See answer to question 73.*

**60. Question:** Are graduate programs expected to be marketed separately with specific budgets?

**Answer:** *By their nature, graduate programs need to be marketed individually (or sometimes in thematic bundles). Some of our programs come with budgets, for others, the spend is at the discretion of the Vice President for Communications & Marketing. Either way, a budget is established for every individual campaign.*

**61. Question:** Is video production included in your 240 hour estimate for creative services? If not, is there appetite to incorporate animation and video?

**Answer:** *The University has some in-house video capabilities, not including animation, and is open to using external capabilities, too.*

**62. Question:** Is there seasonality to recruitment that will require scaling campaign intensity to meet admissions goals? If so, what does that schedule look like for Montclair State University?

**Answer:** *Yes, we have seasonality in the intensity of our campaigns. Our undergraduate recruitment cycle follows the typical patterns found at almost all four-year institutions. Graduate programs have variable start dates, so the timing is established on a program by program basis.*



**63. Question:** Is there historical digital marketing performance data that can be shared? If yes, what as the previous campaigns cost per inquiry?

*Answer: We intend to share this confidential information with the awarded bidder.*

**64. Question:** Who is Montclair State's incumbent agency (or agencies) for media buying and marketing services?

*Answer: Please refer to the University's response to question #4 herein.*

**65. Question:** Has Montclair State conducted any market research recently (such as market evaluation/analysis or perception studies)?

*Answer: Yes. See answer to questions 7 and 27.*

**66. Question:** What is the anticipated media buying split between digital vs. traditional?

*Answer: See the answer to question 34.*

**67. Question:** Do you have an existing list (or lists) of students we could target? Does the university currently practice location targeting - specific high schools, community colleges, etc. - in its recruitment efforts?

*Answer: Yes, the University does have an existing list(s) of students the awarded bidder could target. The University currently practices location targeting in its recruitment efforts.*

**68. Question:** Are you looking to expand existing markets or gain students from new markets (i.e., wider geographies, etc.)?

*Answer: Yes, we are open to increasing enrollment from outside the State of New Jersey.*

**69. Question:** How do you currently track ROI from media efforts?

*Answer: For recruitment advertising, we pay attention to cost-per-inquiry, cost-per-application and cost-per-enrollment. Because the ultimate point of recruitment is enrollment, CPE takes precedence. For brand, we pay attention to delivering awareness and positioning to the right audiences for a competitive price. We would like the awarded bidder to help us measure the effectiveness of brand advertising.*

**70. Question:** Are you currently able to attribute ROI and track enrollment from your marketing?

*Answer: We define ROI ultimately as the ratio of spend to enrollment. We depend on our vendor to integrate data into our CRM so that we can correctly attribute enrollment to any given campaign. We are very interested in moving from a "last touch" attribution model to a multi-point attribution model.*

**71. Question:** Can you share your current cost of acquisition metrics?

*Answer: We intend to share this confidential information with the awarded bidder.*

**72. Question:** How many academic program-specific campaigns do you anticipate running?

*Answer: We plan to support about 20 single programs or bundles, in addition to overall undergraduate student recruitment. This number may be subject to change.*

**73. Question:** Where are your current marketing landing pages hosted? What is your preferred approach for landing page creation (both platform and ownership)?

*Answer: Our preference is for landing pages to be hosted on the University's domain. The current system is a mixture.*

**74. Question:** Outside of lead delivery, what other Slate capabilities/services are needed?

*Answer: We want the awarded bidder to have deep Slate expertise so that they can obtain the data needed to optimize our campaigns. The awarded bidder should be able to assist and support in-house IT staff in regard to this, not vice versa.*

**75. Question:** How do you envision institutional website data (Google Analytics) integrating with the requested marketing efforts?

*Answer: We would like the awarded bidder to help design and implement a powerful, best-practices system of metrics that provides thorough, accurate data we can use to optimize our spend. Such a system would allow us to understand how any individual customer interacts with every marketing touchpoint, including paid, owned and social media.*

**II. Special Notice of Bid Extension:**

NOT USED

**III. Changes to Prior Addenda:**

NOT USED

**IV. Changes to Bidding Requirements:**

Appendix #1 – Required Supporting Bid Documents – Please use this link for Item #10, Mandatory Equal Employment Opportunity Language.

**V. Changes to Agreement and Other Contract Forms:**

NOT USED

**VI. Changes to Conditions of the Contract:**

NOT USED

**VII. Changes to Specifications:**

NOT USED

**VIII. Changes to Drawings:**

NOT USED

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Company Name (please print)

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Date

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Signature

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Title

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Contact Name (please print)

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