

ADDENDUM I
DATE: April 8, 2021
FOR
FURNISHING AND DELIVERY
OF
ONLINE MARKETING CAMPAIGN
FOR
THE CURATORS OF THE UNIVERSITY OF MISSOURI
ON BEHALF OF
UNIVERSITY MISSOURI KANSAS CITY
PROPOSAL REQUEST 21105
DATED: March 30, 2021

The above entitled specifications are modified as follows and except as set forth herein remain unchanged and in full force and effect:

1. **Question:** Upon reviewing the UMKC Online Marketing RFP, I did not see a maximum yearly budget level. Do you know what the maximum budget range will be? That information would be very helpful as we develop our proposal and determine the most effective strategies.
Answer: At this time, the University of Missouri-Kansas City is not releasing financial information.
2. **Question:** What are our goals / objectives? Is this purely a lead generation strategy?
Answer: UMKC want to generate a high number of qualified leads that turn into applicants for the online nursing programs. If respondents have specific tactics that support successful inquiry through application, UMKC would love to see those and learn more about them.
3. **Question:** Are there specific programs of focus / priority within the SONHS? If so, can you speak what the focus should be?
Answer: All of our online degree programs for nursing can be found online at <https://sonhs.umkc.edu/online-programs.html>.
4. **Question:** What are the reasons why people decide to pursue and complete these programs with UMKC SONHS?
Answer: UMKC offer a wide range of advanced online nursing degree programs and the programs are highly ranked with experienced faculty to train and support them. UMKC are well

known for our outstanding nursing programs. UMKC have a 2021 US News and World Report (USNWR) ranking among others and are CCNE accredited.

5. **Question:** What outcomes can they expect? Careers? Starting salary?
Answer: Healthcare and nursing are highly available and sought-after careers, recently heightened by the COVID pandemic. Salaries for advanced degrees vary by location and degree.
6. **Question:** What are the prerequisites to participate in the program?
Answer: See <https://sonhs.umkc.edu/online-programs.html> for program specific prerequisites.
7. **Question:** What timing or flighting considerations should we have when developing the media plan?
Answer: UMKC typically begin marketing in the fall, around August and end in February.
8. **Question:** For SONHS, is there a defined target audience driven by research / analysis, do you have additional specifics on... Age, Geo, DMA focus, Contiguous states surrounding Missouri / Kansas, National DMAs, Nursing markets, Interests / behaviors?
Answer: UMKC market SONHS online degree programs across the U.S. but some states and cities are more successful than others. Specifically, UMKC have had success in the KC region, where UMKC is housed, as well as across Missouri, Chicago, Dallas-Ft. Worth, New York City, Washington D.C., Atlanta, St. Louis and Portland, Maine.
9. **Question:** Any additional demographic / psychographic research that could illuminate this target audience?
Answer: Due to the wide range of degree programs offered there are no specific demographic or psychographic data that can provided.
10. **Question:** Do you have a list of email addresses or phone numbers that we could use to build target audience for digital media activity? (Slate?)
Answer: UMKC do not typically share current student data but collect leads and track them through Slate. UMKC could discuss ways to build look-alike audiences.
11. **Question:** Who do you view as competitors offering similar programs?
Answer: Arizona State University, WGU, Rasmussen all have a heavy online marketing of online nursing degrees. They have to be considered competitors. And there are others, like University of Phoenix, Capella University, etc. While those are competitors, they are not equal and often lack rankings and accreditation. UMKC students tend to be serious about their professions and degrees and want an outstanding online college experience, not just a piece of paper degree.
12. **Question:** How do you differentiate from the competitors?
Answer: There are many competitors in the online nursing degree space. They are not all the same. Many operate without CCNE accreditation and are not recognized by USNWR.
13. **Question:** Is there a net media budget in mind?
Answer: At this time, the University of Missouri-Kansas City is not releasing financial information.

14. **Question:** Any specific incentives / value proposition over competitors that we could use in marketing materials and ads?
Answer: UMKC have award winning online degree programs, highly recognized by experts in the field and touted by alumni. UMKC have outstanding faculty that UMKC students routinely rave about. And UMKC CCNE accreditation is unique among competitors.
15. **Question:** Will the selected agency be responsible for developing all creative ads to fulfill the needs of the media buy?
Answer: Yes, as well as landing pages.
16. **Question:** If the agency is NOT responsible for the creative, to what degree will we be able to influence the creative used in media campaigns and who will handle the creative?
Answer: This is not applicable to the scope of work requested.
17. **Question:** Is there a creative asset library, including images, video, etc.? How will we get access to these files?
Answer: Not per se, but UMKC can provide access to relevant images and videos for use in advertising. Typically, the access is via Box.
18. **Question:** How does this initiative relate or differ from wider University marketing efforts in terms of message, tone or approach?
Answer: We require that the tone, messaging and approach match other UMKC marketing efforts. Our marketing team will work closely with the selected vendor to ensure this is matched.
19. **Question:** Is there formal messaging that's already been developed?
Answer: UMKC have been executing online marketing for our SONHS online degree programs for several years, so yes there is messaging that has been developed and used in the past.
20. **Question:** Landing Page, Are program details found on this page?
Answer: If you mean a landing page for the online ads, typically there is not a lot of details about the program located there. Those pages are used to generate interest/ inquiries. If you are asking if there are details about each program that can be found online, then yes. Those are located here: <https://sonhs.umkc.edu/online-programs.html>.
21. **Question:** Is this page the most relevant for paid media referral traffic?
Answer: UMKC would expect paid media to be directed to a custom landing page to generate interest and a lead.
22. **Question:** Are you considering landing pages optimized for lead generation? We recommend creating landing pages that are optimized to convert leads. Is this open for discussion?
Answer: Yes, UMKC would expect landing pages to be optimized for lead generation and that those be managed by the agency. UMKC are open to any discussions about any ideas or options an agency has to propose.
23. **Question:** Can you walk us through the existing lead to enrollment funnel / process? Status levels?

Answer: UMKC typically generate leads, which all go into Slate. Out of Slate are email communications letting each lead know their inquiry was received and letting them know someone will be in touch soon (usually within 48 hours). Those leads are also sent to a program coordinator who tracks them all and sends them out to program directors who do direct communication and recruitment with each student.

It is important to note that most of the advanced online nursing degrees require personal communication, which the program directors are happy to do. Sometimes that is phone calls, sometimes it is emails. UMKC have seen excellent success with this approach. However, UMKC are always open to new tactics and suggestions.

24. **Question:** What do past and current lead generation efforts consist of? Search? Social? Display? Remarketing? Radio? TV? Events? Newspapers? Magazines? Direct partnerships? Lead aggregators?

Answer: Online marketing, so search, display ads, remarketing, social ads.

25. **Question:** What do lead nurturing efforts consist of? Email? SMS? Phone calls? For the above, do you have documented strategy / approach for each of these?

Answer: See answer to question 23.

26. **Question:** Access to the following is recommended: Google Analytics, Google Ads, Google Tag Manager, Bing Ads, Facebook Ads Manager, Lead management systems Deeper lead measurement, including quality, nurturing, status, etc., Attribution by source, It appears your website has Google and Facebook retargeting tags in place. Any other retargeting we should know about?

Answer: UMKC will work with the selected vendor to provide access to necessary platforms for tracking and analytics. Retargeting efforts have been primarily with Google and Facebook.

27. **Question:** How will success be measured for the campaign described in the Scope section of the RFP? What are the KPIs?

Answer: Success is ultimately measured by the number of leads generated that turn into enrolled students.

28. **Question:** Can you provide any insights into your planned digital advertising budget?

Answer: At this time, the University of Missouri-Kansas City is not releasing financial information.

29. **Question:** Will MCOM be supporting the chosen agency partner with imagery, copy or any creative assets?

Answer: UMKC marketing team will be able to support the chosen agency with some select imagery, copy and videos that are available for creative use. However, UMKC have successfully used stock images in the past and sometimes chose to use that in lieu of actual photography.

30. **Question:** On page 15, the language around the initial term of the contract is unclear. It states "The contract period shall be from the date of award for three (3) year with the option to renew for three (3) one-year periods."

- a. Is this contract for 1 year initially with the potential for 3 more one-year periods?
- b. If the initial period is for 3 years, do you want costs broken out by year or a total?

31. **Answer:** The contract period shall be from the date of award for three (3) years with the option to renew for three (3) one-year periods. Costs should be broken out per the Proposal form (Page 21).