

# UIndy Enrollment RFP

The University of Indianapolis (UIndy), a comprehensive doctoral granting university serving approximately 5000 students in Indianapolis, Indiana is looking for a comprehensive enrollment marketing partner to help grow traditional undergraduate enrollment.

UIndy uses the CRM Slate for admissions and the Student Information System, Banner

## Scope

UIndy is looking for an enrollment partner to:

- Use predictive analytics and modeling to identify prospective student markets to build enrollment
- Recommend sources and list purchases to build sophomore, junior and senior prospect and inquiries pools.
- Recommend and manage presences on college planning websites (ie: Niche, Connections, Naviance, Appily or others)
- Build prospective and inquiry campaigns to build awareness
- Build campaigns to drive senior applicationsBuild campaigns or other activities that create affinity to the university to support yield
- Build campaigns to drive deposits
- Preference is for these campaigns to be executed through Slate, social media and direct mail
- Assist UIndy in updating Slate scoring to help team focus on highly interested students
- Assist with updating portal with key messaging for admitted students

### **Additional requirements:**

1. Vendor's project team should include a professional analyst who will monitor results and make recommendations for improvements throughout the campaign as well as present to the campus community on updates and training.
2. Each project of the campaign will be defined with specific deadlines and expected outcomes.
3. Vendor to provide full online production and deployment of data tracking of each response channel's performance (broken down direct mail, email, QR code, etc....) as well as a measurement and metric dashboard.
4. Optimize communications for all mobile devices including mobile phones, tablets and laptops.
5. Vendors must maintain a consistent file format for data uploads and downloads. Describe the notification process to the university should the file format change during the contract period.

6. The vendor must have a proven program for data security including a secure file transfer protocol (SFTP) system. Please explain the firm's protocol.
7. The vendor must have a proven ability to communicate effectively with the university's CRM and SIS. Please explain the firm's protocol.
8. Vendor will manage process, data collection and campaigns in concert with the university up to the point of application. All assets, communication platforms developed must integrate with the Slate platform.
9. UIndy will retain the ownership of any and all materials developed and will receive the original files built on agreed upon applications/software and print ready files as part of this agreement.
10. The vendor is required to have cyber insurance and the university must be named as an additional insured.

Responses required from Vendors

## Background Information

1. Describe past experience in the successful completion of similar services for higher education. Experience working with Indiana and midwest private colleges or universities is preferred.
2. Vendors should provide evidence of the successful completion of at least three such projects. Please provide the name, address and telephone numbers of contact persons for such projects. Identify specific person(s) who would be responsible for the proposed work and include a brief resume for each. Please list references for each person identified including name, address and phone number of an appropriate reference contact person.
3. Describe your firm's ability and expertise in developing predictive models for continued growth in new student enrollment for undergraduate students. How do you develop and create such predictive modeling? How can predictive models be used to support a recruiting strategy? Give a specific example of your firm's successful use of predictive modeling to support a university's recruitment efforts.
4. Describe your approach to choosing which student prospect names to purchase. How would strategic selection of student names support UIndy's recruitment efforts?
5. Describe your ability to develop and maintain a comprehensive student recruitment database in support of UIndy's recruitment effort. What database features do you offer? What data points do you propose to include? How will UIndy be able to access the database? How quickly will student prospect information be entered into the database and made available to UIndy? Will the database include any reporting capabilities? If so, please describe. Provide a screen print or another example of your database system, including the user interface.
6. Describe your background and expertise in creating and deploying various student recruitment materials, including direct mail search pieces, email campaigns, telephone recruiting calls, and digital and mobile campaigns. Describe your approach in deciding

what type of communication to deploy, how many to deploy, and upon whom to focus the recruitment communication effort. Provide examples, if available, of communication materials you have previously developed to support university recruitment efforts.

Describe your methodologies that encourage application submission.

7. Describe your success in working with influencers such as parents and specially targeted enrollment communities.
8. Describe your reporting capabilities, and the number and types of reports you propose to develop for UIndy. How will these reports support UIndy's student recruitment efforts? Provide samples of reports your firm has used to support university recruiting efforts.
9. What do you know about the University of Indianapolis? What do you know about our new student recruitment markets? Describe how you would get to know UIndy better in order to provide the most useful advice and analysis in support of the university's student recruitment effort. What would you need from UIndy to hit the ground running?
10. What are the current trends or issues impacting student search? How do prospective students prefer to interact with colleges and universities?
11. What do you consider to be the strengths of your company? What specific services regarding student search make your company unique? How do you measure success with your clients? How do you typically communicate with your clients?
12. Describe in detail any additional tools or services your firm could provide to the University of Indianapolis, other than those services listed in this RFP, to support the university's strategic student recruitment effort.

## Evaluation Of Proposals

All responses will be evaluated by the professional staff of enrollment management and marketing. Award of this contract shall be made to the bidder offering the best value response to the goals, specifications, and performance requirements outlined in the RFP. In addition to the price, the following will be considered (in no particular order):

1. The material content and responsiveness of the bid.
2. The quality of the services offered.
3. Experience in working with higher education clients similar to UIndy.
4. Experience in developing effective, results-driven campaigns e. proven track record growing enrollment.
5. The general reputation of the firm.
6. Quality of the references provided.
7. Qualifications of the personnel assigned to work on the project.
8. Demonstrated understanding of the respondent of conducting the work as required by the scope of services.
9. Bidder's functionality, performance, flexibility, and ability to meet UIndy's needs and timetable.

## Single Contractor's Award

This RFP will award a single contract to complete this project only and does not imply any further project awards from the University of Indianapolis.

## Instructions For Submission Of Responses

Bidders must acknowledge understanding and compliance with each section of this RFP. If the bidder's document conflicts with this RFP, the RFP's language takes priority. This is a closed-bid submission.

Bidders will not have the opportunity to amend bids once they are submitted. If a bid is not complete, it will not be accepted. Further, if the contract is awarded and then discovered to be incomplete, that award will be rescinded. Bids must be submitted BEFORE the posted deadline and will not be accepted after. Bids can be submitted electronically to [marketing@uindy.edu](mailto:marketing@uindy.edu)

## RFP Timeline

February 1, 2025	RFP Invitations Issued by the University of Indianapolis
February 14, 2025	Clarifying question deadline from invited vendors
February 28, 2025	RFP Proposal Deadline (5:00 PM EST)
March 14, 2025	Finalists selected and invited for interview with RFP Committee
March 28, 2025	Vendor Chosen