# **Online MBA Marketing and Student Recruitment Services**

**TABLE OF SERVICES- APPENDIX C**

INSTRUCTIONS: This table is organized by the list of services listed in Scope of Services (Section II of the RFP) included in the bidder's proposal. Bidders should propose the services that they have found to be successful and cost effective for customers and services they are capable of delivering with high quality, confidence and reliability.

Proposals will be evaluated on the response to each category below. Please be brief and accurate in providing the information into the appropriate table cell.

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| **Category Number and Title** | Please keep responses BRIEF and to-the-point, summarizing the information and/or questions in this column. |
| **1.0 BIDDER/COMPANY PROFILE AND EXPERIENCE** | CSU Chico is soliciting bids to help launch a self-support online MBA program within twelve months of entering into a contract with the successful bidder. The successful vendor will help CSU Chico’s College of Business (COB) and Regional & Continuing Education (RCE) to identify the potential for this market and to refine a marketing message that will resonate with potential students. The vendor will identify best practices that meet the needs of today’s online graduate learner and steer CSU Chico towards a sustainable program with strong enrollment, broad recognition for quality, a focus on student success, and a reputation for being an outstanding value. The vendor will then help CSU Chico to execute on this plan. Bidders should be brief and to the point on their responses. |
| Company Name |  |
| Company Address (full mailing address) |  |
| Company web address |  |
| Proposal Contact Name |  |
| Contact Title |  |
| Contact Address (if different than company) |  |
| Contact Phone |  |
| Contact Email Address |  |
| Company’s Years in Business |  |
| Explain your company’s primary business |  |
| Explain your company’s ownership structure |  |
| Name of Key Management and Operations Personnel and the number of years in this business.  In a separate appendix, provide biographies for those key management and operations personnel who would manage the Program. |  |
| Provide three Provost or Dean-level references. Name, institution, contact information, and online programs instituted with them. These must be clients who can speak to their experiences with your company within the past 3 years. |  |

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| **2.0**  **ONLINE PROGRAM CONSULTING** | CSU Chico is looking for a business partner that will help us build and quickly launch first a self-support Online MBA program and other COB programs or certifications after that. We seek a partner with recent demonstrated success in launching and scaling online degree programs in non-profit higher education. The company will consult CSU Chico leadership on today’s trends and best practices and methods that best fit our institution and future students to put the MBA degree online.  Bidders should be brief and to the point on their responses. |
| Provide a brief overview of your overall steps/approach to working with colleges and universities from beginning to end? This includes managing the relationship, business processes, program and project management, workflow, services, etc. |  |
| How many institutions have you assisted putting degree programs online in the last 3 years? Please identify them. |  |
| How many online degrees have you assisted marketing in the last 3 years? Which disciplines/degrees? |  |
| How many new online degrees are you currently marketing? Which disciplines/degrees? |  |
| How have the implementations of those varied? |  |
| What makes you more successful than your competitors? Explain how your company differentiates itself from other providers. |  |
| Describe any additional experience that would substantiate your qualifications in regard to the high performance of any contract resulting from this RFP. |  |
| What is your company’s approach when you contract with partner universities competing with each other for the same students and same degree programs? |  |
| Please list your existing programs and clients that might compete with CSU Chico. |  |
| OTHER: Please briefly provide any additional information about services or expertise regarding any online program consulting. |  |

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| **3.0**  **MARKET RESEARCH, MARKETING AND LEAD GENERATION** | **Market research**. Provide robust, technically sound analysis of the MBA market tailored specifically for CSU Chico. This means not just handing CSU Chico a list of broad marketing analysis but deep analysis geared for the strengths of CSU Chico and meeting the market demands.    **Marketing and lead generation**. Create contemporary messaging and branding for the digital markets, aligned with CSU Chico’s strategic plan and program-specific attributes, to generate quality leads. Working closely with university marketing teams, create branding and marketing assets, search engine optimization, paid search strategy, and other digital outreach efforts designed to build awareness of program and generate a flow of qualified global applicants. As needed, construct landing pages and microsites, and advertisements.  **Marketing Analytics.** Provide real-time marketing analytics to inform and evaluate overall program efforts including student enrollment, paid search words, campaigns, conversions, etc. Gather on-going data to assist in program and course evaluation and to drive continuous improvements. Analyze lead generation from digital clicks to capturing student prospective profiles. Analyze and report on the most cost effective marketing models to ensure student fee dollars are going as far as possible.  Bidders should be brief and to the point on their responses. |
| Briefly describe your methodology for conducting market research for online MBA programs. |  |
| Provide examples of market research you have completed for the online MBA program, with a focus on the California market. |  |
| Provide examples of how you conduct competitive analysis and describe how you would conduct competitive analysis specifically for CSU Chico. |  |
| Provide case studies of how your market research resulted in success for an existing client in launching an online MBA program. |  |
| How does your company create messaging and branding aligned with the strategic marketing plan of the University and program-specific attributes? |  |
| What type of marketing services would your company provide for the online MBA program to generate quality leads? |  |
| What experience or areas of strength does your company have in higher education marketing and online MBA programs that would lead to strong enrollment growth for CSU Chico? |  |
| Does your company engage in cross-selling leads to other partners, with or without consent from the University? |  |
| In an appendix, provide examples of your marketing collateral. |  |
| Explain how your marketing strategy and execution are different from your main competitors. |  |
| Outline the steps you take to develop a marketing campaign for an online MBA Program, and how that process leads to success. What is your marketing stack/tools used to generate leads? |  |
| Discuss your strategies for ongoing improvement and optimization in marketing and lead generation. |  |
| What kind of reports and/or analytics do you regularly provide to keep the marketing cost-efficient and effective? |  |
| OTHER: Please briefly describe. |  |

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| **4.0**  **STUDENT RECRUITMENT AND ENROLLMENT SERVICES** | Provide easy and contemporary technology and workflow processes to manage student recruitment and enrollment. Document contacts with students through a Customer Relationship Management system, qualify student prospects, and counsel students in completing applications for admission. Analyze and report on recruitment and enrollment success, issues, areas for improvement. We are especially interested in bids that guarantee student enrollment and provide for fee clawback if enrollment is lower than anticipated.  Bidders should be brief and to the point on their responses. |
| Explain how you process inquiries to answer questions and send relevant information to prospective online MBA students. |  |
| How quick is a typical response to an inquiry? Show your data and explain your methods for ensuring good response time. |  |
| What is a typical yield rate for number of inquiries to an actual qualified and enrolled student? |  |
| What is your average student acquisition cost for an online MBA student? |  |
| Do you guarantee enrollment numbers? What happens if those enrollment numbers are not met? |  |
| How do you coordinate with campus to provide accurate, comprehensive, and responsive information to inquires? |  |
| How do you provide appropriate, intentional contact and guidance to support students in establishing basic educational goals? |  |
| What is your protocol to transfer prospective students to the appropriate campus contact and ensure the process was successful. |  |
| How do you coach prospective students on preparing to be successful in completing the online MBA program?  How do you provide course selection guidance? |  |
| Do you provide tools for students to assess their readiness to learn online? (e.g. self-discipline, technical skills, time and place to study, etc.) If so, what do you provide? |  |
| What kind of online orientation and orientation materials do you provide for students? |  |
| What technical online documentation do you provide for students? Where do students find those materials? |  |
| How do you provide comprehensive and responsive information on the ongoing admissions process? Discuss how you will provide this information to us in a timely and efficient manner. |  |
| Explain what kind of financial aid guidance you give? |  |
| Do you provide multilingual services ensuring availability during all open business hours? |  |
| How do you schedule appointments between students and admissions representatives at our campus? |  |
| Describe how contacts with students are substantially documented and how you ensure the data is secure and accurate? |  |
| What kind of reports do you regularly provide to alert us of issues and means to improve services? |  |
| What procedures do you follow to ensure that prospective students receive accurate information about technical requirements, proctoring requirements, admission requirements, tuition and fees, and University-provided student support services? |  |
| What other placement services does the bidder provide? |  |
| OTHER: Please briefly describe. |  |
| **OVERALL** | |
| Provide a project timeline based on the information presented and services proposed. |  |
| Based on our enrollment goals of 160-175 students per year, steady-state by the end of year three, what is your company’s pricing model? List categories as well as startup and ongoing costs by year. |  |