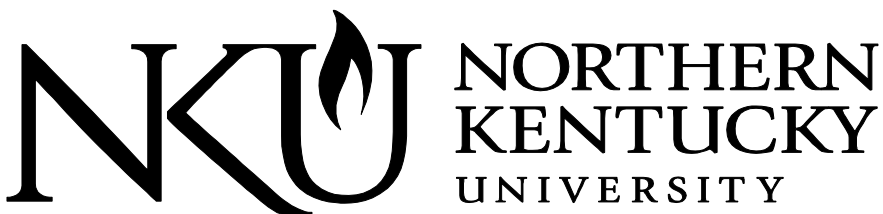


**Request for Proposal
Student Search Program
NS-42-12**



ISSUED April 10, 2012

BIDS DUE: April 17, 2012

Northern Kentucky University
Jeff Strunk, CPPO
Director of Procurement Services
Lucas Administrative Center, Suite 617
1 Nunn Drive
Highland Heights, KY 41099

NORTHERN KENTUCKY UNIVERSITY
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BRIEF SCOPE OF WORK:

Northern Kentucky University is accepting proposals from qualified firms to provide search, application and deposit generation for high school seniors, as well as comprehensive high school sophomore and junior search and recruiting services. These services will include development, deployment, management and analysis of a comprehensive communications campaign that will contact up to 200,000 unique students whose profiles and characteristics make them a strong potential match for NKU.

PROJECT TIMETABLE:

Invitation for Bid Issued	Tuesday, April 10, 2012
BIDS DUE	Tuesday, April 17, 2012 at 2:00 pm

SUBMISSION:

The bidder shall submit, by the time and date specified via US Postal Service, courier or other delivery service, its bid response in a **sealed package** addressed to:

Jeff Strunk, CPPO
Director of Procurement Services
Lucas Administrative Center, Suite 617
1 Nunn Drive
Northern Kentucky University
Highland Heights, KY 41099

CONTACT FOR PROPOSAL PACKAGE

If you have downloaded this Request for Proposal, please contact Eli Baird so that you can be added to the planholders list and notified if there are any addenda.

Eli Baird
Procurement Services, Bid Specialist
Northern Kentucky University
Lucas Administrative Center, 617
Highland Heights, KY 41099
Phone: 859.572.5266
FAX: 859.572.6995
E-mail: bairdel@nku.edu

Information relative to this project obtained from other sources, including other university administration, faculty or staff may not be accurate, will not be considered binding and could adversely affect the potential for selection of your proposal. All requests for additional information and all questions should be directed to Jeff Strunk, Procurement Services: strunk@nku.edu.

Both inner and outer envelopes/packages should bear respondent's name and address, and clearly marked on package(s) as follows:

RFP NS-42-12
STUDENT SEARCH PROGRAMS

Note: Proposals received after the closing date and time will not be considered

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**AUTHENTICATION OF BID, STATEMENT OF NON-COLLUSION, NON-
CONFLICT OF INTEREST AND BIDDER CERTIFICATIONS**

By signing below the Contractor swears or affirms, under the penalty of false swearing as provided by KRS 523.040, that he/she is in compliance with all of the following:

1. That I am the bidder (if the bidder is an individual), a partner in the bidder (if the bidder is a partnership), or an officer or employee of the bidding corporation having authority to sign on its behalf (if the bidder is a corporation).
2. That the submitted bid or bids covering the Bid Package indicated have been arrived at by the bidder independently and have been submitted without collusion with, and without any agreement, understanding or planned common course of action with any other contractor, vendor of materials, supplies, equipment or services described in the Invitation for Bid, designed to limit independent bidding or competition; as prohibited by provision KRS 45A.325;
 - 2A. Any agreement or collusion among bidders or prospective bidders which restrains, tends to restrain, or is reasonably calculated to restrain competition by agreement to bid at a fixed price, or to refrain from bidding, or otherwise, is prohibited. The provisions of KRS 365.080 and 365.090, which permit the regulation of resale price by contract, do not apply to sales to the State.
 - 2B. Any person who violates any provisions of Kentucky Revised Statute 45A.325 shall be guilty of a felony and shall be punished by a fine not less than five thousand dollars nor more than ten thousand dollars, or be imprisoned not less than one year nor more than five years, or both such fine and imprisonment. Any firm, corporation, or association which violates any of the provisions of KRS 45A.325 shall, upon conviction, be fined not less than ten thousand dollars nor more than twenty thousand dollars.
3. That the content of the bid or bids have not been communicated by the bidder or its employees or agents to any person not an employee or agent of the bidder or its surety on any bond furnished with the bid or bids and will not be communicated to any such person prior to the official opening of the bid or bids;
4. That the bidder is legally entitled to enter into the contracts with the Commonwealth of Kentucky and is not in violation of any prohibited conflict of interest, including those prohibited by the provisions of KRS 45A.330 to .340 and 164.390; and
5. That I have fully informed myself regarding the accuracy of the statements made, including Bid Amount.
6. Unless otherwise exempted by KRS 45.590, the Bidder intends to comply in full with all requirements of the Kentucky Civil Rights Act and to submit data required by the Kentucky Equal Employment Act upon being designated the successful bidder.
7. That the Bidder, if awarded a contract, would not be in violation of Executive Branch Code of Ethics established by KRS 11A.990.
8. **Campaign Finance Laws** Pursuant to KRS 45A.110 and KRS 45A.115 the undersigned hereby swears or affirms, under penalty prescribed by law for perjury, that neither he/she, individually, nor, to the best of his/her knowledge and belief, the corporation, partnership, or other business entity which he/she represents in connection with this procurement, has knowingly violated any provisions of the campaign finance laws of the Commonwealth of Kentucky, and that the award of a contract to him/her, individually, or the corporation, partnership or other business entity which he/she represents, will not violate any campaign finance laws of the Commonwealth.
9. **Worker's Compensation and Unemployment Insurance** Pursuant to KRS 45A.480, the undersigned hereby swears or affirms, under penalty of perjury, that all contractors and subcontractors employed, or that will be employed under the provisions of this contract shall be in compliance with the requirements for worker's compensation insurance under KRS Chapter 342 and unemployment insurance under established KRS Chapter 341.

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10. Vendor Report of Prior Violations The Bidder/Owner shall reveal to the University, prior to this award of a contract, any final determination of a violation by the Contractor within the previous five (5) year period of the provisions of KRS Chapters 136, 139, 141, 337, 338, 341, and 342. The Contractor is further notified this statute requires that for the duration of this contract, the Contractor shall be in continuous compliance and the Contractor's failure to reveal a final determination of a violation or failure to comply with the cited statutes for the duration of the contract, shall be grounds for the Contractor's disqualification by the University from eligibility to bid or submit proposals to the University for a period of two (2) years. Please list any final determination(s) of violation(s) including the date of determination and the state agency issuing the determination. If no violations have occurred, type **none** in the space below.

* KRS Chapter 136 - Corporation and Utility Taxes; * KRS Chapter 139 - Sales & Use Tax; * KRS Chapter 141 - Income Taxes; * KRS Chapter 337 - Wages & Hours; * KRS Chapter 338 - Occupational Safety & Health of Employees; * KRS Chapter 341 - Unemployment Compensation; * KRS Chapter 342 - Worker's Compensation

<u>KRS VIOLATION</u>	<u>DATE</u>	<u>STATE AGENCY</u>

READ CAREFULLY - SIGN IN SPACE BELOW - FAILURE TO SIGN INVALIDATES BID or OFFER

AUTHORIZED SIGNATURE: _____

DATE: _____

NAME (Please Print Legibly):

FIRM: _____

FED ID. OR SSN#: _____

PERMANENT ADDRESS:

STREET	CITY	STATE	ZIP
--------	------	-------	-----

CONTACT PERSON: _____

TITLE: _____

TELEPHONE NO: _____ FAX NO: _____

E-MAIL: _____

State of _____)

County of _____)

The foregoing statement was sworn to me this _____ day of _____, 20____, by _____.

 (Notary Public)
 My Commission expires: _____

THIS DOCUMENT MUST BE NOTORIZED

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SPECIFICATIONS

Northern Kentucky University is accepting proposals from qualified firms to provide search, application and deposit generation for high school seniors, as well as comprehensive high school sophomore and junior search and recruiting services. These services will include development, deployment, management and analysis of a comprehensive communications campaign that will contact up to 200,000 unique students whose profiles and characteristics make them a strong potential match for NKU.

I. Background

Northern Kentucky University (the University, NKU) is a regional comprehensive public institution of higher learning located in Highland Heights, Kentucky, that serves a campus of approximately 15,000 students. The academic structure of the University consists of six colleges, which include: Haile/US Bank College of Business; Salmon P. Chase College of Law; College of Arts and Sciences; College of Education and Human Services; College of Health Professions; and the College of Informatics.

The Office of Enrollment Management is spearheading this project and will oversee its implementation once the contract has been awarded. This is the first professional student search program that NKU has pursued and will drastically change the recruitment process for the university. Implementation of this program will allow the university to begin recruiting students for its immediate needs, as well as on a 24 to 36 month cycle. Additionally, the implementation of a student search program will move the university towards its enrollment goals.

General information about the University is located at: www.nku.edu. The NKU Admissions website is admissions.knu.edu.

II. Specific Requirements

IMMEDIATE NEEDS

To help meet freshman enrollment goals for the fall 2012 class, NKU would like to obtain services to assist with the following activities:

1. Electronic application development and marketing to 30,000 prospective students.
2. Student search, offer and fulfillment to 75,000 high school sophomores and juniors. This will utilize both paper and electronic delivery modalities.

This activity will take place between April and August of 2012.

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SCOPE OF SERVICES

General services to provide for both immediate and future needs:

1. A list of communication services to include, but not limited to, email for multi-year, multi-class undergraduate admissions.
2. Consultation on copy and design development, and execution of creative concepts.
3. Development of specialized data processing programs that reflect both the needs of the University's programs, as well as quality control and data check measures specific to the requirements of higher education.
4. A comparison of the University's purchased Student Lists to other purchased Student Lists.
5. Identify and consolidate data of duplicate names prior to data arriving at the University system.
6. Development, manufacture, and printing of a direct mail package component to include a follow up email campaign with the University's collaboration, and press-proofing under the University's supervision.
7. Ability to personalize both written and electronic communications upon availability of prospective student data.
8. Mailing services via the USPS, or another vendor upon prior approval by the University.
9. Instant access to online tracking tools for quality control and analytic purposes.
10. An email based and online search response option that sends personal email messages that appear to come from the University with hyperlinks to personal online reply forms.
11. Offeror to design, write, and maintain email and online components.
12. Development and implementation of a specific University web outlet providing an interface into the University's institutional website.
13. Instant online reporting results.
14. Oversight of student email responses to provide information students may need when encountering technical issues.
15. Respond same or next day to students.
16. Copy responses to the University.

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17. A written annual report detailing the University's program results to include, but not limited to, comparative data on other lead generation programs for colleges and universities located in the United States.
18. Include outcome analysis and recommendations for improvement.
19. Development of a minimum of two (2) each offer brochures annually. Each brochure to be developed based on the University's targeted audience and what is important to the targeted audience using tested direct marketing principles.

The following services are being requested for future campaigns:

ADMISSION APPLICATION

1. Design and implement a personalized admission application to include prospects who have not yet applied.
2. Personalize by printing information available in the University's database and from other purchased Student Lists.
3. Send email alerts to representatives designated by the University alerting them of application arrivals at the University. Alerts to contain hyperlinks to the application.
4. Send email notifications to parents and counselors notifying them that their student has applied
5. Send email alerts to students who have started an application, but have not yet submitted it notifying them that the application has not yet been submitted.

COMPREHENSIVE MULTI-YEAR, MULTI-CLASS STUDENT SEARCH AND LEAD GENERATION PROGRAMS

1. Develop, deploy, manage and analyze comprehensive communication campaigns annually that will contact up to two hundred thousand (200,000) unique high school sophomores, juniors and seniors whose profiles and characteristics make them a strong potential match for the University.
2. Initiate frequent personalized contacts with students whose achievements, characteristics, interests and prior actions mirror the University's programs and strengths with a minimum of three (3) each USPS and email launches to include multiple email communications with each launch each year.
3. Maximize the number of submitted applications from highly qualified prospective students, including new inquiries generated by pre-application communications, by optimizing the levels of communications from the University with one USPS launch and multiple email communications to students each year. As new inquiries become available, redeploy to new inquiries throughout the student's senior year in high school.
4. Develop, deploy, manage and analyze a rapid response communication campaign for search respondents who have recently expressed interest in hearing more from the University.

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5. Respond by email within one (1) business day for students who reply online, and by USPS upon receipt of student replies. Parents to be included in the USPS response communication.
6. Deliver relevant information about the University search process, and immediately integrate it into the rapid response communication campaign.
7. Year round cultivation campaign to ensure students receive the information needed for them to desire attending the University.

DEPOSIT GENERATION CAMPAIGN

1. Develop, deploy, manage and analyze a comprehensive enrollment deposit communication campaign that will contact admitted students each year to encourage them to submit the enrollment deposit.
2. Maximize the number of submitted deposits by optimizing the levels of communications from the University with at least one USPS launch and multiple e-mail communications to students each year.
3. Develop and maintain an enrollment deposit website to transact payments and provide a live feed of accurate student and payment information.
4. Website to accept major credit card payments to include, but not limited to: Visa, MasterCard, American Express, Discover
5. Transfer of funds to University to be completed via electronic fund transfer method.
6. Offeror to serve as point of contact for chargeback and invalid account transactions.

AD HOC CAMPAIGNS

Provide additional ad hoc type communication campaigns throughout the year as they become needed by the University

TECHNICAL

Web page/web applications shall conform to University content management system template and structure standards.

ADDITIONAL SERVICES

Offeror may provide, on a separate page, additional goods and/or services including associated costs that are not addressed herein. The University shall determine, in its sole discretion, which additional goods/service options are the most beneficial from both a cost and service standpoint, and may further negotiate these options to include or omit dependent on the needs of the University.

1. The initial term of the contract resultant from this solicitation will be for 18 months. The contract

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may be extended for additional periods upon written approval of the University and the contractor. It is anticipated the contract will begin April 18, 2012.

2. The contractor will consult with NKU on targeting and list order recommendations and collaboratively determine the student characteristics, sources, and numbers of students to purchase from each source. Sources to be used include: ACT (EOS Plan), CBSS, College Board, and NRCCUA. The contractor will place list orders but payment for the actual name purchases will be processed directly by NKU and will not be a part of the contract resultant from this solicitation.
3. The contractor will consult with NKU on the strategic development of a communications campaign; messaging, sequencing, interplay between paper and electronic media. Upon approval by NKU, the contractor will implement the communications campaign.
4. The contractor will create communications materials; copy and design, including multiple versions, electronic and paper. Upon approval of NKU of each communication material, contractor will use the appropriate media to reach the prospective student.
5. The contractor will be responsible for the production of printed materials approved by NKU.
6. The contractor will consult with NKU on the development of program response sites.
7. The contractor will be responsible for mailing and mail tracking materials to the prospective students.
8. The contractor will be responsible for Email deployment and delivery tracking, including ISP delivery management.
9. The contractor will optimize communications so that email communications are launched regularly and timely to maximize response.
10. The contractor will provide NKU with ongoing data reporting (weekly reporting) on the progress of the communications campaign.
11. The contractor and NKU will consult during the campaign, and based on analysis make mid-cycle adjustments to the media mix.
12. The contractor will provide NKU with on-going analyses and a final analysis of each student search program.
13. Northern Kentucky University utilizes EMAS as the Admissions CRM and SAP as the Student Information System. All of the data/new student records related to the services listed in this solicitation must be editable and easily imported into either system. The data must be transferred via FTP on a secure server, on an automated, batched basis. In addition, the successful vendor must have the capability to receive data imported from NKU on a secure server and guarantee that the data will not be compromised in any manner. Contractor must maintain student data privacy and integrity.

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Student data must be secure and protected according to statutory requirements and industry best practices.

14. It is the intent of the University to award a single contract for the services described in this solicitation. The contractor may not subcontract any portion of the contract resultant from this solicitation without the written approval of Northern Kentucky University.

III. General Conditions

1. Formal proposals must be received no later than 2:00 p.m. on the date listed on the front of this solicitation at Procurement Services, Northern Kentucky University, Lucas Administration Building, suite 617, 1 Nunn Drive, Highland Heights, KY 41099. The proposal must be submitted under the signature of a person empowered to bind the firm. The firm may be asked to designate one person authorized to negotiate for the firm. Proposals shall not be opened and read publicly, but the proposals and subsequent negotiations shall be held confidential until a final contract agreement is awarded. After the award, the file will become a matter of public record.
2. The University will not be liable for any costs incurred in preparing proposals. The offeror shall furnish the University with such additional information as it may reasonably require. A contract may be awarded without further negotiation. If the University elects to conduct negotiation with any firm, any agreements or modifications will be confirmed in writing as an amendment to the proposal. All proposals become property of Northern Kentucky University.
3. From the issue date of the RFP until a contract award is announced, offerors shall not communicate on the subject of the RFP with any University staff except those authorized by the Director for Procurement, Northern Kentucky University.
4. Northern Kentucky University reserves the right to reject any and all proposals, to request additional information, and to waive technicalities and minor irregularities in proposals when it is determined it will be in the best interest of the University to do so.
5. Although the University recognizes the offeror's possible interest in preserving selected data which may be part of their proposal, the University must treat such information as provided by the Kentucky Open Records Act, KRS 61.870, et seq. Information areas which normally might be considered proprietary must be limited to: (1) individual personnel data, (2) customer references, (3) selected financial data, and (d) formulate and financial audits which, if disclosed, would permit an unfair advantage to competitors. If such information is contained in the proposal, the information shall be separated from the rest of the proposal document and must be marked as "PROPRIETARY DATA." In accordance with statute, it is the responsibility of the Director for Procurement, Northern Kentucky University to determine if such information will be considered proprietary. A cover letter must be enclosed requesting the return of said data. After a contract has been awarded, NKU shall have the right to duplicate, use or disclose all proposal data not marked "PROPRIETARY DATA" submitted by bidders in response to this RFP as a matter of public record.

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6. Upon award, the contractor shall provide proof of general liability insurance coverage in the amount of \$1 million; the certificate shall name Northern Kentucky University as additional insured.
7. The University reserves the right to terminate the contract for default or convenience as allowed by law. The contract may be terminated by the University immediately upon receiving notice of the failure of the contractor to maintain necessary insurance or licenses.
8. The contract resultant from this solicitation shall include language required by the Commonwealth of Kentucky, including but not limited to: indemnity, conflict of interest, venue, discrimination, revenue, taxation, labor, human rights, auditing, and campaign finance. This language is available upon request.
9. The stated requirements in this solicitation shall become a part of the terms and conditions of any resulting contract. Any deviations to thereto must be specifically defined in the transmittal letter. If successful and accepted by the University, the deviations shall become part of the contract, but such deviations must not be in conflict with the basic nature of this RFP.
10. Telephone questions will not be accepted. All formal inquiries or requests for significant or material clarification or interpretation, or notification to the university of errors or omissions relating to this Request for Proposal must be directed in writing, email, or by facsimile to:

Jeff Strunk, CPPO
Director of Procurement Services
strunk@nku.edu

Responses to questions will be intended solely for the purpose of clarification and shall not be construed as being changes to the terms, conditions, and specifications of the solicitation.

11. Any changes in the terms, conditions, and specifications of this solicitation will be by written addendum issued by NKU Procurement Services. Offerors must sign and acknowledge all written addenda as part of their proposal response.
12. While every effort has been made to verify the validity of all information contained in this solicitation, such information shall not be considered by the Offeror as warranties.

IV. Questionnaire

1. Share your view of the national enrollment management landscape for the next five years and how that may affect Northern Kentucky University.
2. Describe your company's annual outbound marketing volume (distributed on behalf of your clients). Describe in terms of the higher education market and in terms of numbers of print/email volume.
3. What are the main characteristics that distinguish your company from others? What characteristics make it well suited to the particular needs and goals of Northern Kentucky University, as described

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in this RFP? (Please tailor your answer to be specifically relevant to Northern Kentucky University's case.)

4. Please describe the history of your company and its financial condition. Do you expect significant changes in that condition in the future? In what direction is your company moving? (Please be frank and forthcoming about challenges as well as achievements.)
5. Please describe mergers, acquisitions, divestitures, or other structural changes in your company over the last five years. Are any such changes currently planned or under way?
6. Describe your management team in terms of experience in personal direct marketing, research, enrollment management, information technology, and project management. Provide brief resumes of key staff that would likely service the contract.
7. What parts of the contract resultant from this contract do you propose subcontracting and to whom? Provide complete questionnaire information on each subcontractor, including references.
8. Please provide five references from other institutions of higher education similar to Northern Kentucky University (institution name, contact, contact information) for services like those you propose.
9. Provide as an attachment to your proposal, three examples of the past work similar to our requirements e.g. printed materials, email communications, letters, brochures, deployment timelines, outcome reports and analyses.
10. Provide average response rates for junior/sophomore campaigns for each of the past three (3) years.
11. How do you track response time to inquiries from NKU staff? What is the average response time? Are you willing to provide Service Level contract guarantees for response time?
12. Describe how the services you will provide will be web-integrated, including mobile media as standard offering. How do you demonstrate uses of social media in student recruiting campaigns as well as uses of Smartphone marketing programs, beyond simple SMS or MMS text messaging.
13. Describe in detail the reports you will provide, including traffic data and other contract activity.
14. Describe how you identify and define student segments that are most likely to respond and persist through to enrollment.
15. Describe how you track and collect information and data relating to inquiries resulting from campaign and synchronize data daily with institutions system via secure transfer.
16. Which media/channels for communication are included in your proposed solution?
17. Does your company include strategic planning and direction for full campaign – Campaign must be fully integrated across all media and response channels.

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18. Does your company support use of recycled/“green” products? Describe.
19. Ownership of the data collected under this agreement will remain solely with Northern Kentucky University, and your company may not use the data for any other purpose. Describe how you certify that data collected will not be used by your company or made available to other parties under any circumstances.
20. Describe your creative process.
21. Describe the personalization approach your company takes from the point of first contact with the student to the fulfillment of an inquiry response.
22. Describe your targeting procedures.
23. How long after the release of new student information from each list source can your company be prepared to download these data? All materials, online and paper, must be programmed and/or produced in preparation for the download. How much advance time is required prior to the list release? Are you prepared to offer Service Level guarantees for any of these timeframes?
24. How long after the download of new student information can your company be prepared to make the first contact with the respective student? Are you prepared to offer Service Level guarantees for this timeframe?
25. Describe your company's quality control processes for printing, data management and mail sorting management.
26. Describe the ownership/copyright of letters, electronic communication and print brochures that your company would produce on behalf of Northern Kentucky University.
27. Describe your company’s experience integrating data with Banner SIS and Hobson’s CRM and how you will accomplish that integration during this contract. If the five customer references previously provided do not use Banner SIS, provide additional customers’ contact information so we can talk with five of your customers that use Banner SIS.
28. Describe the data hygiene used by your company - including comparing several data sources, removal of duplicate records, formatting, programming, and providing follow-up response data in formats approved by the University for importing into our systems? Describe the availability of files for upload to University. Are files available on a daily basis?
29. Describe your data security practices in comparison to industry standards.
30. What written documentation for your company’s success, such as search average response rate, lift in applications, ROI, for Juniors, Sophomores, or other metrics included in your proposal can you provide if requested?

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31. Provide a cost estimate for budgetary purposes of the number of names and costs for those names from each of the sources earlier identified; ACT (EOS Plan), CBSS, College Board, and NRCCUA. It is recognized these are only estimates as the name vendors will not release future/projected prices and search volumes change regularly throughout the search/purchase process.

32. Provide a statement of work based on your understanding of the engagement and a schedule for the first contract year.

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33. Additional Questions:

<i>Vendor Demographics</i>	<i>Answers</i>
What is your current number of employees? (Not including contractors)	
What was your employee count 1 year ago? (Not including contractors)	
How many years has your company been in business?	
How many years has your company been serving higher education?	
How many of your clients/customers are Higher Education clients?	
What percentage of your business does higher education comprise?	
Please list all markets served besides higher education:	
What percentage of your business does student search comprise?	
For how many of your Higher Education clients do you provide search programs?	
For how many of your Higher Education clients do you provide application programs?	
For how many of your Higher Education clients do you provide fulfillment services?	
For how many of your Higher Education clients do you provide application/Web hosting services?	
<i>Contract</i>	
Are your standard contracts single or multiple years in length?	
Is the included pricing all inclusive of all potential costs?	
<i>Internal Capability – (“Outsourced” defined as non-payroll employees)</i>	
Does your company outsource copywriting?	
Does your company outsource editing?	
Does your company outsource graphic art or design of materials?	
Does your company outsource the layout of materials?	
Does your company outsource programming?	
Does your company outsource data management?	
Does your company outsource account management?	
Do you provide our institution a single point of contact to manage the day to day activities?	
<i>Product</i>	
Can your proposed program support multiple cycle years within an admissions area?	
Does your company offer Enrollment Management Consulting?	
Does your company offer Search as a standard solution?	
Does your company offer Senior Search as a standalone program?	
Does your company offer list hygiene and management as part of your standard solution?	
Does your company offer a personalized application for Admission Services as part of a standard program?	
Does your company offer an institutional Web-based application for admission as a standard program?	
Does your company offer hard copy and electronic fulfillment?	
Does your company offer electronic and hard copy surveying?	
Does your company offer programs for institutional research?	

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V. Financial Proposal

1. Provide complete price for all services listed and pricing for any ad hoc or incremental charges that could be incurred as a result of response rates, or any other factors.
2. Provide a proposed payment schedule for the pricing above.
3. Provide written financial Return on Investment (ROI) estimates for each program upon the initiation of each enrolling class affected by your proposed solution.
4. Identify variable costs of the solution you are proposing.

VI. Proposal Format

Proposals should be prepared simply and economically. The following should be included in the main submission, tabbed separately:

1. Letter of Transmittal with acceptance or deviation from the terms and conditions of the RFP, both the Specific and General Requirements
2. Signed Page 2 of this solicitation
3. Numbered item by item response to Questionnaire
4. Financial Proposal

One unbound marked original and five bound copies of your proposal are required.

VII. Evaluation Criteria

Proposals will be evaluated based on the following criteria, listed in order of relative importance:

- Functionality (Specifics on how you will meet the specific requirements outlined in this solicitation)
- Cost
- Experience in providing similar services to Higher Education Institutions
- Schedule
- Any additional benefits offered to Northern Kentucky University, financial or otherwise