



Solicitation Information

June 3, 2015

Addendum #1

**RFP #7549599**

**TITLE: On-Line College Applicant Strategy Partner – University of Rhode Island**

**SUBMISSION DEADLINE: June 19, 2015 AT 2:00 PM (ET)**

**ATTACHED ARE VENDOR QUESTIONS WITH STATE RESPONSES. NO FURTHER QUESTIONS WILL BE ANSWERED.**

**Gail Walsh  
Chief Buyer**

RFP #7549599 – On-Line College Applicant Strategy Partner

Vendor A

- 1) How many names has URI purchased for EC 2016 and when were the purchases made?  
**No names were purchased.**
- 2) Are there specific growth goals for the entering class?  
**URI received over 21,000 freshman applications for the Fall 2015. Our goal is to grow the applicant pool with qualified applications by 10% over the next three years. As stated in the RFP, we also want to shape our applicant pool by growing in desired majors and academic programs.**
- 3) Is there a transfer student goal?  
**The University is looking to grow our transfer pool by 10% as well. Due to several programs being at capacity, we are also looking to shape the growth of the pool in programs/areas with transfer capacity.**
- 4) Are there any specific goals in terms of geographic diversity? (If possible, more specific than simply in-state versus out-of-state.)  
**The University is looking to grow applications and strengthen its position in current strong markets in New England, New York and New Jersey while expanding our outreach to other areas mentioned in the RFP, including the mid-Atlantic, Chicago and possibly CA.**

Vendor B

- Are responding vendors required to satisfy each of the “specific activities/tasks” outlined on pages 6-7 or are vendors allowed to present an approach that includes some, but not all, of the listed activities?  
**Our expectation is that all qualified vendors will present approaches to accomplish all activities/tasks that are outlined on pages 6-7.**

How will the URI team determine the success of the campaign? From the monthly reporting that is requested?

**Success will be measured in several ways, including opt-in, qualified names that are given weekly or bi-weekly to the University, updates on monthly reports, overall gains in applications as a result of the campaign/activities, and in final yield to show that the growth in applications helped us yield new students we would not have already recruited through our current means.**