

Questions and Answers related to RFP for Digital Enrollment Marketing (as of November 14, 2022)

- Are there any particular graduate programs of focus?

Athletic Leadership, Athletic Training, Education, Psychology-Focused Programs (Clinical Mental Health, Counseling, School Psychology), MBA, MFA, MSN and Leadership Studies. Some are online asynchronous and others are hybrid/in person.

Undergraduate Areas of Focus include- Atmospheric/Climate Science, Outdoor Education, Resort and Hospitality Management, Nursing and Other Allied Health Programs, Teacher Preparation Programs, Communications/Electronic Journalism Arts, Social Work/Human Services, and Science and Research.

- Are there digital marketing strategies that have or have not worked well for you in the past?

We are seeking your creativity to help us develop campaigns that can really increase enrollments across a wide range of student populations. Vermont State is currently partnered with EAB to assist in our traditional undergraduate student recruitment. While it is important for this proposal to support those efforts, we need to focus on expanding our digital outreach to non-traditional students and online learners who will be attracted to our programs and different learning modalities.

- Do you have lists you'd like to use? If so, what are the approximate sizes?

Targeting admitted student lists of approximately 3,000 to 4,000 would be desired throughout the spring/summer yield season.

- As part of our proposal process, our team will develop a set of preliminary digital strategy recommendations utilizing your budget and primary target markets. Can you please provide this information?

We are interested in tiered pricing options to consider as we look to maximize new student enrollment across multiple populations and mitigate summer melt.