



# HENDERSON<sup>®</sup>

S T A T E U N I V E R S I T Y

Questions and Answers for RFP 18-03

Marketing – Branding & Image Campaign

1. Can you please explain the expectations in the RFP for "rough executions for traditional advertising, commercial or video development, print advertisements, web design and social media campaigns."

Answer: We would like to see concepts that might be used in this campaign. If a participant is not selected, he/she will retain ownership of those concepts.

2. In Section 1 under 1.0 Objective in the second paragraph it states, "Starting Oct. 15, 2018 the campaign must be executed and show increased enrollment for Fall 2018," are these dates correct?

Answer: Should have been Oct. 15, 2017.

3. Who is on the judging committee?

Answer: Still determining.

4. What is your overall budget?

Answer: We do not have a defined budget. We are seeking proposals to determine what costs would be.

5. Can you please share how the RFP's and presentations will be scored?

Answer:	Qualifications/Experience	10
	Ability	20
	References	5
	Cost/Value	20
	Demonstrated Understanding	20
	ROI	20
	Presentation	5

6. What is the historical five year average for the marketing budget?

Answer: Approximately, \$200,000 for the university's marketing team.

7. What are the top five degree programs that HSU offers based on number of graduates?

Answer: Business Administration  
Biology  
Elementary Education  
Health Science (AS)  
Recreation  
Accounting  
Aviation  
Health & Human Performance  
Psychology (BA)  
Psychology (BS)

8. Has enrollment increased, decreased or remained flat over the last five years?

Answer: Flat to slight decrease.

9. What are the top 10 cities that your students come from to attend HSU?

Answer: We most readily track by county:

Garland  
Clark  
Hot Spring  
Saline  
Pulaski  
Pike  
Grant  
Ouachita  
Bowie, TX  
Hempstead

10. What is the average graduation rate over the past five years?

Answer: 35%

11. What is the average age of HSU's students over the past five years?

Answer: 21

12. What are the targeted out-of-state recruiting areas?

Answer: Northeast Texas & Louisiana; Oklahoma is an area of interest.

13. Would we be disqualified if we subcontract particular services to an Arkansas firm in order to meet this in state requirement?

Answer: It is important to our board of trustees that state contract awards stay within the state when qualified vendors are available. We also need someone who knows and understands the dynamics of student recruitment marketing in this state. I do not believe subcontracting with vendors in the state qualifies an agency.

14. How many agencies were asked to participate in the RFP process? And what was the criteria used to choose those agencies?

Answer: 9 full-service marketing firms in Central Arkansas were invited to participate.

15. May we request a formal tour of Henderson State University prior to putting together our proposal?

Answer: We are unable to accommodate this request at this time.

16. May we access any research from mStoner before the proposal?

Answer: We are unable to accommodate this request at this time.

17. One of your bullet points mentions conflict of interest. Do you have any issues with our firm working for Harding University as well as ASU Beebe? We do not have any exclusivity contracts or retainer agreements with either of these universities at the moment, but we do work with them on a variety of projects and campaigns.

Answer: We consider it a conflict of interest for a firm to work with a direct competitor. We consider Harding University a direct competitor.