

# **Addendum II – Q & A Responses**

## **RFP# SEAC-18-01 Customer Relationship Management System**

**Q 1:** Has Southeast Arkansas College (SEARK) already had vendors on campus for demos?

**A1:** NO

**Q2:** Does Southeast Arkansas College (SEARK) currently use a separate email marketing solution outside of Hobson's?

**A2:** SEARK uses Constant Contact for limited email bulk distribution.

**Q3:** How many unique email addresses does Southeast Arkansas College (SEARK) include in email marketing campaigns?

**A3:** Current mass email distributions range from 800-1200 unique email addresses.

**Q4:** How many users will use SMS texting and what is the anticipated volume?

**A4:** Expect 5-10 users with an unknown target volume as SEARK does not currently utilize texting in communication efforts. SEARK does anticipate a large volume of text once the feature is made available.

**Q5:** What level of Social Media Integration is Southeast Arkansas College (SEARK) looking for?

**A5:** SEARK expects to expand quality communication and tracking through as many channels and platforms as possible including social media.

**Q6:** How many applications are received on an annual basis?

**A6:** Approximately 3,300 annually through current software. With the ability to track pre-application interest there is an additional 1,000 to 1,500 anticipated annually.

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**Q7:** Does Southeast Arkansas College (SEARK) currently use an ETL solution for integrating Ellucian Colleague insert with any other systems on campus?

**A7:** Yes