



ADDENDUM 3

DATE: February 28, 2025
RFP NUMBER: UTA2025-004 – Recruitment Communications
RFP DUE DATE: **March 11, 2025**

Below please find the questions and answers to questions submitted by the Question Deadline:

- Q1 What is the anticipated date for a decision/award of contract?
A1 **Our goal is to have the contract executed by June 1, 2025**
- Q2 What is the desired date for contracted work to begin?
A2 **June 1, 2025**
- Q3 Is there an established budget for this project? If so, can you share what that is?
A3 **There is not an established budget yet but there should be before work begins as we are currently in the middle of the that process. Additionally, budget will fluctuate and adjust to align with the division enrollment goals.**
- Q4 Does the SOW encompass Undergraduate and Graduate Recruitment Communications? Other specific market segments?
A4 **Yes, it will include Undergraduate, Freshmen, Transfer, Out of State, and Graduate recruitment. Additionally, there will be other, much smaller, sub populations targeted as needed.**
- Q5 Are the example materials outlined in Appendix A for a specific market segment (undergraduate) or comprehensive (undergraduate, graduate, other)?
A5 **The postcards and event invites include undergraduate and graduate populations. All others are undergraduate for the time being.**
- Q6 The Scope of Work identifies Initial Consultation and Planning as a key to defining specific print material requirements, but Attachment A (Pricing Document) lists several example items/quantities. Are these examples what is currently being sent or anticipated concepts? How will recommendations from the consultation impact those materials?
A6 **Most of the items listed in Attachment A are examples of what is currently being sent with the exclusion of the search piece. The search piece is an example of something new we'd like to begin doing as soon as our next cycle begins. We are open to recommendations but ultimately it will depend on the vendor's capabilities and our recruitment strategy.**



- Q7 RFP indicates this is for a 1-year contract, renewable annually for up to 3 additional 1-year terms. Should pricing only reflect year 1 or provide anticipated costs for each of the following optional years (as there would likely be savings on the creative/design side)?
- A7 The requested pricing in Attachment A is for evaluation purposes only. Once a contract is executed our Admissions staff will work with the contracted supplier to establish deliverables for the first recruitment cycle which will include pricing for these items. We expect these prices to remain firm during that initial contract term unless the U.S. Postal Services implements an increase in postal rates. New pricing will be established with each renewal period of the contract.
- Q8 Is UTA looking for comprehensive outreach campaign development and execution (multi-channel to include email, text messages, voice messaging, etc.) or is this SOW limited to print only.
- A8 The immediate need and focus is the development and advancement of our print materials. However, the scope of work is subject to change due to our ever-evolving recruitment strategies. We are looking for an adaptable partner with capabilities to provide additional services if needed in the future.
- Q9 Do the campaigns need to be set up and managed in Slate or can data feed back to the system through a data transfer?
- A9 We currently manage email and text campaigns via Slate. Postcard campaign management is handled through data transfer from Slate.
- Q10 When will Slate be live?
- A10 Slate is currently live however we are not fully functioning and continue to work on full implementation.
- Q11 Is UTA looking to have a vendor partner manage Student Search (including consultation on list sources, name purchases, digital marketing components, etc.) or just printing the search piece?
- A11 The printed search piece is the immediate need and focus however we are open to other services should the vendor be able to provide them.
- Q12 What are the name quantities, per class for search? (9th, 10th, 11th and 12th grades)
- A12 At this time, most of our estimated annual quantity is comprised of 11th and 12th grade name buys however as we continue to develop our strategy, we will be able to provide more targeted quantities per class.
- Q13 How many different events are included in the Event Invitations (item 3 in Appendix A)?
- A13 There are about 15-20 recruitment events per year however events can and have been added dependent on what is happening within our recruitment cycle.
- Q14 What is the current content of the Daily Postcards (item 4 in Appendix A)?
- A14 Topics range from Apply pushes, scholarship and financial aid info, next steps, checklists, deadlines, priority dates, etc. in relation to our recruitment cycle.
- Q15 Are there print pieces that you don't mail, just inventory for handouts?
- A15 We do produce print pieces for handout that are individually bid on for best pricing option available.



Q16- Q39 Attachment A – Pricing:

Q16 - Q17 are Regarding Search Piece:

Q16 Does this fold?

A16 We do not currently print a search piece so this would be left up to recommendation and/or interpretation.

Q17 Tab or glue?

A17 We do not currently print a search piece so this would be left up to recommendation and/or interpretation.

Q18 - Q21 are regarding Viewbooks:

Q18 Is the viewbook supplied?

A18 Currently the viewbook is supplied. However, we are interested in our selected partner producing print on demand viewbooks for mailing.

Q19 If not, what are the specs?

A19 N/A

Q20 Do these have to be inkjet or can they be label?

A20 Open to recommendation and efficiency

Q21 Still need to know info of the book size pages ect.

A21 Currently the viewbook is a total of 25 pages plus front and back cover

Q22 – Q24 are regarding Event Invitations:

Q22 Is the 5.5"x5" the finished size or a folded size?

A22 Finished size.

Q23 If folded, what is the flat size?

A23 N/A

Q24 If folded, how is it closing? Glue tabs?

A24 Does not currently close.

Q25 is regarding Daily Postcards:

Q25 What is the estimated daily drop?

A25 125



Q26 – Q32 are regarding Admission Letter:

Q26 Is the letter supplied?

A26 Letter content is supplied but then printed with our current vendor.

Q27 If not, what are the specs?

A27 81/2x11

Q28 Is the 9x12 supplied? Does it have print?

A28 Not currently and yes it does currently include color, print and imagery.

Q29 Is this a match?

A29 10x13 Catalog Envelope Printed 4cp+Satin AQ/0 with bleed on 24# Accent Opaque Book

Q30 Check list and media insert supplied?

A30 No

Q31 If not, what are the specs?

A31 Insert - 22x8.5 flat, folded to 7.335x8.5 printed 4cp+Satin AQ/4cp+Satin AQ with bleed on 100# Dull Cover; Checklist - - 8.5x11 printed 4/0 with bleed on 80# Gloss Text

Q32 One drop?

A32 We have rolling admissions so three drops per week year-round.

Q33 – Q39 are regarding Scholarship Award Letter:

Q33 Is the letter supplied?

A33 Content is supplied.

Q34 If not, what are the specs?

A34 81/2x11

Q35 Is the 9x12 supplied? Does it have print?

A35 Not currently and yes it does currently include color, print and imagery.

Q36 Is this a match?

A36 9x12 window booklet envelope printed 4/0, with bleed on 24# Accent Opaque Book with window.

Q37 Terms & Condition page supplied? One sheet or 2?

A37 Content supplied, two different versions. One for freshmen students and one for transfer students.

Q38 If not, what are the specs?

A38 8.5x11 printed 4/0 with bleed on 80# Gloss Text

Q39 One drop?

A39 Multiple drops from December – March.



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