



ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA FORM

FOR: ADDENDUM 5 to RFP UB-25-BK-18, Adult Learner Recruitment Svs.

TECHNICAL PROPOSAL DUE DATE:

June 23, 2025, at 12:00 PM (ET)

NAME OF PROPOSER: _____

ACKNOWLEDGEMENT OF RECEIPT OF ADDENDA

The undersigned, hereby acknowledges the receipt of the following addenda:

Addendum No. <u> 1 </u>	dated <u>6-5-2025</u>
Addendum No. <u> 2 </u>	dated <u>6-6-2025</u>
Addendum No. <u> 3 </u>	dated <u>6-9-2025</u>
Addendum No. <u> 4 </u>	dated <u>6-10-2025</u>
Addendum No. <u> 5 </u>	dated <u>6-11-2025</u>
Addendum No. <u> </u>	dated <u> </u>

As stated in the Solicitation/RFP documents, this form is included in our Proposal.

Signature

Name Printed

Title

Q No.	Adden. No.	Question	UBALT Response
1	1	Are all graduate programs included in the requires services, regardless if the program is online or onsite?	Yes, all graduate programs are included in the services, regardless if the program is on-line, on-campus, in-person, or hybrid.
2	1	Is there an incumbent?	Yes, EAB is currently providing the services.
3	1	When you say increase the number of applicants, do you have goals with new lead and enrollments?	We have projections and we will work with our partner to determine a reasonable goal but we do desire and expect increases year after year as we work with our partner.
4	1	Is this fee for revenue share or services?	Fee is for services, no revenue sharing.
5	1	Could you please share a budget?	We are unable to share this at this time.
6	2	Does the University of Baltimore plan to use it's own enrollment counselors to advise prospective student inquiries and help them complete applications, or does the RFP include this service?	UBalt's enrollment counselors and the enrollment partner should collaborate to advise prospective student inquiries and push them to the applicant stage. Once a student applies, UBalt will assist them complete their applications (what they need to complete, answer questions etc.,) communication from the awarded contract to encourage or remind them to complete application/s is acceptable and may be required, if determined by UBalt. Proposers are advised to review the Scope of Work and Services to ensure a full understanding of the required services.
7	2	Has the university already decided which degree programs the services requested will support? If so, which programs are they?	UBalt expects the partner to work with the Enrollment Management (EM) team, academic deans and program directors to determine and advise which degree programs are competitive in the marketplace, and we should target.
8	2	Does the University currently have a vendor(s) to provide the requested services?	Yes, EAB is currently providing the services.
9	3	Can the University provide lead volume and new enrollment (i.e., starts) for the past 3-5 academic years? a. If so, please disaggregate by program. b. If so, please disaggregate by modality.	Currently, the University can provide the following information: 1. Graduate yield rate (number admitted over number attended) from 2021 to 2024: 50% 2. Over 3 years there was an average 17% increase in graduate applications. 3. Over 3 years Undergraduate (UG) transfer, first-year and first-time undergraduate applications have fluctuated.

		c. If not, please provide general trends over the last 3-5 years (e.g., X% increase/decrease).	<p>4. Over 3 years, an average 8% increase in Grad and UG applications</p> <p>5. Over 3 years, an average 32% increase in prospective leads.</p> <p>6. In 10 years:</p> <ul style="list-style-type: none"> a. Total enrollment (grad, UG and Law) – 3425 b. New Grad, not including law – 255 (64%)
10	2	Can the University share specific goals for this project? For example, X% growth in leads, conversion rates, enrollments in a certain time period?	UBalt will work with the partner to determine the rate of growth to reach each year's goals.
11	2	What is the preferred partnership structure? Fee for Service or Revenue Share?	Fee is for services, no revenue sharing.
12	2	Do the services encompass all graduate programs regardless of modality (in-person, online, hybrid).	Yes, all modalities for graduate programs and Undergraduate (UG) degree completion programs, i.e., transfer students.
13	2	Are there any graduate programs that would be excluded?	Yes, some will be excluded based on market competitiveness data and potential to grow.
14	2	Would UBalt consider a proposal to provide all included marketing services in addition to enrollment management services for the programs addressed by the RFP?	No. This solicitation is for Adult Learner Recruitment Services only. The University of Baltimore has a separate, active contract for University Marketing, Advertising and Web Services.
15	2	We understand there is a 5% MBE utilization goal associated with this RFP. May we confirm that there is no MBE documentation requirement for RFP submission?	Submission of MBE Documentation is required under this RFP, see Addendum 1 and Appendix M for more details and information.
16	3	Can UBalt please share which department(s) are overseeing the evaluation process for this RFP?	Various Department representatives from different areas and schools will participate in this RFP.

17	3	Would UBalt be open to vendors moving the details for Attachment A: Company Profile Form into Word so that we can expand upon our responses with additional details and screenshots/images where necessary?	Proposers may add additional lines below the sections already provided to allow more room for text/responses. However, Proposer shall not change the information requested by deleting, moving of fields, the order in which the form is currently designed (layout) must stay the same.
18	3	If selected to provide a Financial Proposal, would UBalt be open to vendors moving the Appendix B: Price Form Excel file into Word so that we can expand upon our response and include additional details where necessary, while ensuring we maintain integrity of the Excel file?	If your firm is invited to the Financial Proposal phase, the Excel sheet must be provided. Proposers may add additional information and details in a separate field. Proposers shall not change the information requested by deleting or moving fields out of order.
19	3	We are extremely cautious in sharing information that contains our security safe measures for data. If selected to provide Technology Requirements, would UBalt accept our HECVAT Excel spreadsheet via a secured Box link?	The HECVAT report sent should be sent via our TeamDynamix system (RFP Technical Proposal Link), which is a secure system. The University may consider the use of a Box link at another time, should UBalt find it necessary and acceptable.
20	3	If selected to provide Technology Requirements, is UBalt willing to sign an NDA so that we may provide our SOC 2/Type 2 report in a protected manner? Additionally, would UBalt accept our SOC 2/Type 2 report via a secured Box link?	UBalt may consider signing an NDA depending on the terms and conditions of the NDA. The SOC 2/ TYPE 2 report sent should be sent via our TeamDynamix system (RFP Technical Proposal Link), which is a secure system. The University may consider the use of a Box link at another time, should UBalt find it necessary and acceptable.
21	3	Is it acceptable for an authorized agent to sign on behalf of a company officer, accompanied by a letter of authority, to help streamline signature requirements?	Yes, this is acceptable. An authorized agent may sign on behalf of a company officer, a letter by the firm's authority stating as such will be accepted.
22	3	The Technical Response Requirements, Section 6. Scope of Services (RFP p. 21) indicates that vendors should respond to 6.5 Paid Lead Generation Strategy. Are there any corresponding prompts or specific questions for this subcategory, or should vendors	With respect to Response Requirement 6.5, Paid Lead Generation Strategy and other sections. Proposers are to provide an overview of their services in these areas and specificity that allows UBalt to fully understand your firms capabilities. Proposers are advised to review the Section II, Scope of Services to obtain more information regarding UBalt's

		<p>simply provide an overview of their services in this area? We did not see this detailed between D. Organic Lead Generation Strategy and E. Yield Strategies (RFP p. 15-16).</p>	<p>requirements. Additionally, Response Requirements 6.6, Yield Strategies include additional sub-points.</p>
23	4	<p>Does the University currently have a vendor(s) to provide the requested services?</p> <ul style="list-style-type: none"> a. If so, why is the University issuing an RFP? b. If so, is the incumbent vendor(s) invited to respond? c. If not, how does the University currently execute these services (e.g., through central institutional team, services not currently executed, etc.)? 	<p>EAB is currently providing the services. The current contract is set to expire at the end of this calendar year. The incumbent pay provide a proposal.</p>
24	4	<p>Does the University primarily seek lead-generation services, or is it interested in enrollment support services?</p>	<p>UBalt is seeking primarily lead and application generation and application services to increase applications. However, if the partner has additional services they want to offer, we would consider that based on total price of the contract. Proposers may include additional/optional services offered, per the RFP Response Requirements section. If invite to the Price Proposal phase, the Proposers shall include any additional fees associated with optional services.</p>
25	4	<p>What is the University's CRM? Application system?</p>	<p>TargetX and PeopleSoft.</p>
26	4	<p>Can the University clarify which programs are within the scope of work of the opportunity?</p> <p>Can the University provide lead volume and new enrollment (i.e., starts) for the past 3-5 academic years?</p> <ul style="list-style-type: none"> a. If so, please disaggregate by program (or, if unable, by degree level). 	<p>See response to Q#9.</p>

		<p>b. If so, please disaggregate by modality.</p> <p>c. If not, please provide general trends over the last 3-5 years (e.g., X% increase/decrease).</p>	
27	4	<p>If the University cannot provide this information, can it provide information about the largest and/or fastest growing programs?</p>	<p>The Largest Programs:</p> <ol style="list-style-type: none"> 1. Law Full Time Day (LAW) 2. UG-Business Administration (BUSG) 3. GR-Master Business Administration (MBA) 4. Law Evening (LAWEV) 5. UG-Criminal Justice (CRJU) <p>The fastest growing UBalt programs:</p> <ul style="list-style-type: none"> • UG-Accounting (CTAC) • GR- Acct and Business Adv. Online (ACCTGO) • GR- Global Affairs Human Secu Onli (GAHSO) • GR- Integrated Design MFA (IGDG) • GR- Industrial Organizational Psyc (INDORG) • GR- Public Administration Online (PUADO) • UG-Cyber Forensics (CYBERFOR) • GR-Legal Studies (LEST)
28	4	<p>Can the University provide the following conversion metrics (ideally by degree level):</p> <ol style="list-style-type: none"> a. Contact Rate: Lead to contact b. Interview Rate: Contact to enrollment interview c. Application Start Rate: Enrollment interview to application start d. Submission Rate: Application start to submission e. Acceptance Rate: Submission to acceptance f. Registration Rate: Acceptance to registration 	<p>See Q#9, some conversion rate data was provided. The University may provide additional information to this question, in Addendum 5.</p>

		g. Start Rate: Registration to confirmed student start after drop period	
29	4	Will the University share lead data with the selected vendor?	Yes.
30	4	Will the University share historical funnel and campaign data with the selected vendor?	Yes.
31	4	Can the University share specific goals for this project? For example, X% growth in leads, conversion rates, enrollments in a certain time period?	See response to Q#9 and Q#10.
32	4	Can the University specify its annual and/or total budget for this project?	See response to Q#5.
33	4	If the University cannot provide a budget, can it provide a range? Without some guidance from the University, we will not be able to tailor our financial proposal and project strategy appropriately.	The Technical Proposal submissions must contain the requested information for the University to evaluate capabilities. Only firms invited will be asked to submit a Financial Proposal. Firms submitting a Technical Proposal shall not provide financial/pricing information. Per the RFP, the University is seeking the most advantageous proposal.
34	4	Is there a page limit on the proposal?	Proposers should limit their technical proposal to no more than 40 pages.
35	4	Can the financial proposal be submitted via an Excel document?	Proposers are to review the RFP documents, the Proposal includes instructions and an Excel form, additional information regarding how to submit the Financial Proposal may be provided with in subsequent Addenda. Proposer should review all RFP documents an Addenda for information on how to submit your submission.
36	5	Can the University provide the following conversion metrics (ideally by degree level): h. Contact Rate: Lead to contact	The University has provided more information to this question, see Attachment A, to this Addendum 5. The University will share more data with the awarded contractor.

		<ul style="list-style-type: none"> i. Interview Rate: Contact to enrollment interview j. Application Start Rate: Enrollment interview to application start k. Submission Rate: Application start to submission l. Acceptance Rate: Submission to acceptance m. Registration Rate: Acceptance to registration n. Start Rate: Registration to confirmed student start after drop period 	
37	5	Is it UBalt's intent to award the contract to one vendor who can provide all of the services or multiple vendors?	UBalt anticipates to award one firm. See Appendix S, Paragraph 2. Rejection or Acceptance of Proposal for more information.
38	5	What is the total budget for the scope of work? Is there a specific amount of the budget allocated for ad spend, if so, how much?	See Q#5 and Q33.
39	5	What are the adult and graduate enrollment goals? And lead volume goals?	See Q9
40	5	Are any programs specifically a growth priority?	No priority, but we expect the partner to collaborate with the EM and the Provost to decide which programs are more likely to grow. There will be ad hoc requests for competition reports on programs.
41	5	Is incumbent agency participating in this RFP?	It is unknown if the incumbent will submit a proposal.
42	5	Can you confirm the budget for RFP – is the budget solely for media, or does it also include agency fees?	See Q#5 and Q#33.

43	5	Can you give more details to digital marketing breakout over past two years?	We cannot give more details to digital marketing breakout over the past two years.
44	5	In 2024/2025, what was the percentage split in media spending between digital and traditional?	<p>Currently, UBalt works with the Contractor to determine how funds will be distributed based on strategic digital marketing. This is a fluid process, from year-to-year.</p> <p>The University's media strategy through its Marketing, Advertising and Web Services contract is focused primarily on digital efforts. However, strategies shift throughout the year and year-to-year based on opportunities and performance data. Traditional advertising is typically handled by UBalt's Marketing team and is evaluated on a case-by-case basis based on the timing of opportunities and budget availability.</p>
45	5	Will finalists be selected and asked to make oral presentations?	Review the RFP Document for this information, Section 3.6 for more information regarding Oral Presentations.
46	5	How shall we handle fees for “Creative Services”, given that the exact nature of the work is not described and that you are requesting the Agency fee to be a percentage of media buys.	If invited to the financial proposal phase the University is seeking pricing per Appendix B. However, firms may include/list other or additional pricing/fees should your firm offers other/additional services the University may elect to adopt if the services are not included in the RFP Scope of Services. If your firm is invited to the financial proposal phase, proposers may further breakdown their services in “categories/service” to demonstrate how their fee/s were determined with respect to the required services, see Appendix B.
47	5	Is our MBWE partner MBWE partner required to be registered as a Maryland agency?	MBE subcontractors must be certified, See Appendix M for more information regarding MBE goal requirements.
48	5	Question 34 of the final addendum noted that the Technical Proposal should be limited to 40 pages. Does this page limit include a Cover Page, the Table of Contents page, Attachment A, Appendix A forms, Appendix M forms, and other required documents such as our Certificate of Insurance?	<p>The 40-page limit does not include the required forms, table of contents, COIs.</p> <p>The 40-page limit applies towards Offeror's Response Requirements Sections 1, 3, 4, 5, 6, 7, 8, and 9.</p> <p>The University reserves its right to accept or deny proposals that may exceed the recommended 40 page limit.</p>

		<ul style="list-style-type: none"> ○ Would UBalt consider extending the page limit to the narrative sections of our response only (responses to Sections 1, 3, 4, 5, 6, 7, 8, 9, and 10)? 	
49	5	Can you please share enrollment goals by program?	Read response to Q#9 and Q#10, and Attachment A to Addendum 5.
50	5	Are you able to share read only access to Google Ads and Analytics accounts with vendors who will get selected to move on to the pricing stage in the proposal?	We cannot share read only access to Google Ads and Analytic accounts. If your firm is invited to the financial phase invited firms may request this for UBalt's consideration with an explanation.
51	5	Can you please share any historical performance?	Read response to Q#9 and Q#10, and Q#36 Attachment A to Addendum 5.
End of Questions and Responses - Addendum 5			

Attachment A to Addendum 5

Adult Transfer Yield Rates - Academic Year 2024-2025							
	Fall 2024				Spring 2025		
Academic Plan	Applied to Admit Rate	Admit to Accept Rate	Accept to Enroll Rate		Applied to Admit Rate	Admit to Accept Rate	Accept to Enroll Rate
Accounting (CTAC)	80%	100%	69%		73%	100%	38%
Applied Information Technology (AITC)	71%	75%	53%		72%	94%	65%
Arts Production and Management (INTA)	29%	100%	50%		100%	100%	50%
Business Administration (BUSG)	71%	84%	63%		72%	92%	57%
Computer Programming (CMPP)	0%	0%	0%		50%	100%	0%
Crime Scene Investigation (CCSI)	100%	100%	25%		100%	100%	0%
Criminal Justice (CRJU)	77%	81%	77%		71%	81%	65%
Cyber Forensics (CYBERFOR)	81%	88%	60%		53%	89%	63%
Cyber Security (CYBER)	50%	100%	0%		0%	0%	0%
Digital Communications (DICOMM)	84%	81%	62%		92%	92%	64%
English (ENGL)	71%	80%	38%		80%	88%	71%
Environmental Sustainability (EVSHE)	89%	88%	29%		89%	63%	60%
Forensic Studies (FSCS)	64%	38%	67%		67%	88%	57%
Health Management (HSMG)	65%	86%	74%		75%	75%	44%
History (HIST)	67%	75%	67%		67%	100%	100%
Human Services Administration (HSER)	66%	83%	63%		68%	67%	50%
Info Systems and Technology Mg (MINS)	74%	65%	85%		68%	77%	30%
Interdisciplinary Studies (IDIS)	73%	91%	40%		82%	89%	13%
Legal Studies (LEGL)	77%	87%	69%		70%	89%	47%
Philosophy, Law, and Ethics (PSE)	50%	100%	67%		33%	100%	33%
Policy, Politics and Internati (GVPP)	79%	82%	83%		47%	86%	50%
Psychology (PSYC)	63%	88%	58%		68%	95%	67%
Simulation and Game Design (SDE)	92%	83%	79%		83%	100%	73%
Total	72%	82%	65%		71%	88%	56%