



**LINCOLN UNIVERSITY  
PURCHASING DEPARTMENT  
REQUEST FOR PROPOSAL (RFP)**

**AMENDMENT NO: 001**

**RFP NO.: B16-1110**

**TITLE: Enrollment Management Recruitment & Consulting Services**

**ISSUE DATE: May 02, 2016**

**REQ NO.:**

**BUYER: DEBRA KIDWELL**

**PHONE NO.: (573) 681-5415**

**E-MAIL: kidwelld@lincolnu.edu**

**RETURN PROPOSAL NO LATER THAN: MAY 10, 2016 AT 2 P.M. CENTRAL TIME**

**MAILING INSTRUCTIONS:** Print or type **RFP Number** and **Return Due Date** on the lower left hand corner of the envelope or package. Delivered sealed proposals must be in the Lincoln University Purchasing Department (1002 Chestnut St, Room 101) by the return date and time.

(courier service)

**RETURN PROPOSAL TO:**

**LINCOLN UNIVERSITY  
1002 CHESTNUT ST  
SHIPPING & RECEIVING BLDG  
JEFFERSON CITY MO 65101**

**CONTRACT PERIOD: JULY 1, 2016 THROUGH JUNE 30, 2017, WITH THE OPTION TO RENEW THE CONTRACT FOR FOUR (4) ADDITIONAL ONE-YEAR PERIODS.**

The offeror hereby declares understanding, agreement and certification of compliance to provide the items and/or services, at the prices quoted, in accordance with all requirements and specifications contained herein and the Terms and Conditions Request for Proposal (Revised 04/23/2010). The offeror further agrees that the language of this RFP shall govern in the event of a conflict with his/her proposal. The offeror further agrees that upon receipt of an authorized purchase order from Lincoln University or when this RFP is countersigned by an authorized official of Lincoln University, a binding contract shall exist between the offeror and Lincoln University.

**SIGNATURE REQUIRED**

AUTHORIZED SIGNATURE		DATE
PRINTED NAME		TITLE
DOING BUSINESS AS (DBA) NAME		LEGAL NAME OF ENTITY/INDIVIDUAL FILED WITH IRS FOR THIS TAX ID #
MAILING ADDRESS		IRS FORM 1099 MAILING ADDRESS
CITY, STATE, ZIP CODE		CITY, STATE, ZIP CODE
VENDOR NO. (IF KNOWN)	TAXPAYER ID NUMBER (TIN)	TAXPAYER ID (TIN) TYPE (CHECK ONE) <input type="checkbox"/> FEIN or <input type="checkbox"/> SSN
VENDOR TAX FILING TYPE WITH IRS (CHECK ONE) <input type="checkbox"/> Corporation <input type="checkbox"/> Individual <input type="checkbox"/> State/Local Government <input type="checkbox"/> Partnership <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Other		
CONTACT PERSON		E-MAIL ADDRESS
PHONE NUM BER.		FAX NUMBER

**NOTICE OF AWARD (LINCOLN UNIVERSITY ONLY)**

ACCEPTED BY LINCOLN UNIVERSITY AS FOLLOWS:		
CONTRACT NO.		CONTRACT PERIOD
BUYER	DATE	PURCHASING DIRECTOR

## AMENDMENT #001 TO RFP B16-1110

**Dated: APRIL 19, 2016**

### **TITLE: Enrollment Management Recruitment & Consulting Services**

#### RFP B16-1104 IS HEREBY AMENDED WITH THE FOLLOWING REVISIONS AND ADDITIONS:

Please see the additional information below provided in response to questions submitted.

Q1: Can you elaborate on Lincoln University's current undergraduate search program? Can you provide the number of prospects the university purchased in 2014 and 2015?

*A1: 3,000 prospects were contacted this year by a contractor. The University is not currently tracking the # of prospects contacted.*

Q2: What list vendors do you utilize (CollegeBoard, NRCCUA, CBSS, ACT, etc.)?

*A2: College Board & ACT*

Q3: Similarly, can you answer these questions for your graduate search? What are your purchase volumes? What list vendors do you use (GMAT, LSAT, GRE, MCAT, etc.)?

*A3: That would be a great question for graduate studies. However this RFP is intended for undergraduate students only.*

Q4: What are the university's in-state and out-of-state enrollment goals for undergrad students for fall 2017 and beyond?

*A4: We have a four year plan, 750 new students admitted for 2017, 850 - 2018, 950 - 2018, 1050 - 2019.*

Q5: Does the university have a defined budget for this project?

*A5: The University budget for FY16 was \$180,000 for similar services. FY17 budget planning reviewed both historical costs and potential costs associated with anticipated changes in scope.*

Q6: Can you provide the number of inquiries from all sources the university generated in 2014 and 2015?

*A6: This information is not available.*

Q7: Can you provide the number of applicants, completed applications, admitted students, and enrolled students at the university in 2014 and 2015?

*A7: For 2015: Applications 3,202 Accepted 2,800 Admitted 620*

Q8: Who has assisted the university in the past with similar student search and recruitment services?

*A8: Royall, Act, College Board*

Q9: Is there an incumbent for this work? If there is an incumbent, will they be able to bid on this work? Was this RFP meant for a vendor such as Ruffalo Noel Levitz or Royal?

*A9: Royall & Co previously performed some of the services covered by this RFP. The University invites all qualified firms to submit proposals.*

Q10: Which institutions does Lincoln University consider to be among its top 3-5 competitors?

*A10: Harris Stowe, Langston University, Fisk University, University of Missouri*

Q11: On page 6 of 13, the RFP services item #2 says vendor will provide web design. Can you expand on what you define as “web design”? Can you confirm this limited to landing pages and application pages associated with electronic fulfillment?

*A11: Web design would be for those pages that are typically vendor-hosted, including the online student web portals for applications, status checks, etc.*

Q12: On page 6 item #5 you say the size and quality of envelopes, letterhead and reply forms will need to meet standards set by Lincoln University. Do you have specifications already identified as far as volume and size? If so, we would request these specifications to provide accurate pricing.

*A12: The contractor would develop and determine the final product; however, the University wants to be sure those products are **approved by the University** before being used. The objective of this requirement is to ensure that all materials are **consistent with** the University standards that have been established through recent re-branding activities.*

Q13: Does this RFP allow for vendors to communicate with academically pre-qualified high school seniors, and their parents through digital marketing/advertising to generate interest in Lincoln University and encourage application submissions in support of Lincoln University enrollment objectives?

*A13: Yes.*

Q14: Would you be open to a vendor providing all necessary lists of interested students and prospects?

*A14: Yes.*

Q15: Would you be open to working with two partnering vendors to satisfy the requests of this RFP? Will you possibly be breaking apart this RFP?

*A15: The University is looking for a comprehensive solution with a single point of contact. If two partnering vendors wish to respond, they should understand and address this requirement.*

Q16: What was the university’s approximate net tuition revenue for the 2014-15 academic year?

*A16: \$6,387,775.*

Q17: What was the university’s discount rate for the most recent academic year?

*A17: 23%.*

Q18: Will you allow for a presentation of solutions post submission of proposal?

*A18: Proposals may be accepted on evaluation without discussion. However, if deemed necessary, the University may request additional information and/or an interview with some or all Proposers as part of the selection process.*