



**Request for Proposals**

COSC022820

Proposal due Date: February 28, 2020

By 2:00 PM EST

Marketing Research

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**Questions and Answers:**

1. Please confirm the date of submission is Feb. 28th. In Section VI - Questions, it states we have until March 3rd to ask questions, and answers will be posted by March 13th?  
*We apologize for the typographical error. Questions should be submitted by 2/6 and responses supplied no later than 2/13.*
2. What is the anticipated budget for this requirement? If the budget isn't available, please confirm how much you have spent on similar marketing research in previous years?  
*Vendors should be prepared to recommend a budget. We have not undertaken this type of research previously.*
3. Who do you consider to be your main competitor institutions?  
*Online adult-serving institutions. These may be public or private; independent, state or regional. For the purposes of this RFP the set of competitors will likely vary by market.*
4. Do you currently have an incumbent agency or agencies providing these requirements? If so, who?  
*No.*
5. Will equal weighting be given to agencies that may perform some related tasks outside of the US (e.g. in the UK)?  
*Yes.*
6. Will any preference be given to local (Connecticut-based) agencies?  
*No.*
7. Can out of state markets be an entire state or do you want them to be more specific within a DMA?  
*DMAs are preferable unless there is reason to believe there is value in targeting statewide.*
8. Number of competitor profiles we should bid on; this can take considerable time, is there a specific number you desire per degree program?  
*We are seeking to understand the landscape of competitors in-market to make decisions on out-of-state markets with greatest potential. Please rephrase question if this answer is not enough.*
9. Number of programs under consideration for Phase 1; is 20 a reasonable estimate. Data on certificates is not as consistent as data on associate, bachelor and master awards. What number of programs should we assume for estimation purposes?  
*14 total (3 Graduate, 11 Bachelors)*
10. Quantitative study; can Charter Oak provide contact lists from past inquiries or applicants from out of state students or should we assume all sample is the responsibility of the vendor?

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Possible but we may not have the volume of out-of-state inquiries or applicants for a statistically sound sample.

11. Programs are delivered online at Charter Oak. What is meant by “travel access” from students in out of state markets?  
“Travel access” references the ability of our Admissions Counseling team to travel to and service in-market. Currently all Counselors are CT based.
12. Advertising affordability – what type of advertising campaign should we provide pricing for, digital, print, outdoor, radio, media?  
None
13. Are we providing estimates on advertising prices in other markets or are we providing an advertising plan?  
No. We are asking vendors to give consideration to the expense of marketing in primary and secondary media markets.
14. Is there an approved budget for this project?  
No
15. If not, what is the expected level of expenditure?  
Seeking vendor estimates.
16. Can you provide us with a demographic breakdown of your current student body?  
<https://www.charteroak.edu/aboutus/profile.php>
17. What percentage of Charter Oak students are currently out-of-state? Can you give us a breakdown by state?  
<https://www.charteroak.edu/aboutus/profile.php>  
We will be able to provide further information to selected vendor.
18. Approximately how many RFP submissions are you expecting?  
No known number
19. There is a Communications Plan in place from 2018-2019 prepared by Gem-Advertising.com. Is Gem-Advertising participating in this RFP process; and if not, why not?  
Unknown. No known plan as referenced.
20. Do you have a monthly, quarterly or annual budget in mind for this scope of work? Does the Gem-advertising Plan reflect the same general budget and scope you are requesting for 2020-2022?  
No budget. No known plan referenced.
21. Is the College accredited to offer online courses in any/all states? If not all, which?  
As a member of SARA, the college is approved to offer online courses in all states.
22. Are there any markets to stay away from?  
Clarifying we are only interested in domestic U.S. markets.  
that is, some that the College has already rejected as not viable?  
None at this time.
23. Is Health informatics to be in the consideration set, even though it won't be launched until later this year?  
Yes.
24. Does COSC have a set engagement length in mind? We provide market research services as part of an ongoing membership of at least two years that also includes tools and support for implementing recommendations from our research. Would COSC be open to this engagement format?

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No. This will be a project with a set time frame. Delivery of results will be expected in a shorter timeframe than 2 years.

25. Can COSC share who will be on the evaluation committee for this RFP?

Admissions, Marketing and Business office team members.

26. Has COSC have a identified a budget for this initiative, and if so, is it possible to share?

No identified budget.

27. Is there a price above which proposals would not be accepted?

No.

28. Can COSC clarify the deadline for questions from perspective vendors.

February 6, 2020.

The RFP lists March 6th as the question cutoff but the RFP is due before this date.

Date clarifications have been provided here -

[https://biznet.ct.gov/SCP\\_Search/BidDetail.aspx?CID=52224](https://biznet.ct.gov/SCP_Search/BidDetail.aspx?CID=52224)

29. In relation to the reference information requested for three clients we have served with relevant services - what is meant by 'relevant volume statistics' (eg performance results if the research has been used in a marketing campaign - or statistics for the research itself such as number of surveys completed?)

Yes.

30. Should the survey include markets outside the Northeast USA?

If the vendor deems a market to be opportunistic, yes.

31. Should the research included pricing and willingness to pay?

No if referencing market demand.

32. In addition to traditional market research approaches, would Charter Oak be interested in identifying potential students through person-level modeling?

Vendor should recommend strategies they feel will best produce requested result.

33. Does Charter Oaks have access to any socioeconomic research tools that could be utilized by the selected contractor?

No.

34. Does Charter Oaks have any existing data on DMA's and states that existing students are coming from (including online students)?

Yes.

35. Does the College request optional services in terms of enrollment management and marketing execution?

This RFP is specific to market research and does not include a request for enrollment management and/or marketing.