February 28, 2017

ADDENDUM 2 TO RFP 17-27

This addendum provides answers to questions submitted by prospective respondents. The University’s answers are shown in **RED**.

---

Steve Ballew
Director, Procurement and Contract Services

- **What are the USM’s strategic enrollment goals?** The University of Southern Mississippi’s strategic enrollment goals include increasing the number of freshmen students at a manageable rate while maintaining academic quality.

- **What is USM’s current freshmen class right now?** 1553 How much does USM want to grow the freshmen class and in what time frame? 5% to 10% each year until the institution reaches 16,000 total students on the Hattiesburg campus.

- Besides increasing academic profile, are there any other strategic profile goals? Diversity? Gender? Academic Major? In addition to increasing the academic profile, the university is also committed to enrolling a diverse freshman class with emphasis placed on growing the non-resident student population. In time we hope to recruit specifically to our high profile programs in the sciences and education.

- **Does USM currently communicate with parents of prospects, inquiries or applicants? If so, how?** Yes, USM is currently communicating primarily through email with parents of students at each of level in the admissions funnel.

- **Does USM currently conduct student search efforts for high school seniors?** Yes Juniors? Yes Sophomores? **Not currently, but have a desire to do so.** If so, how? **Yes, USM is currently communicating primarily through email with parents of students at each of level in the admissions funnel.**

- **Does USM purchase annually for each group?** The volume changes year to year; however, this past year we purchased 62,000 senior names for the 2017 graduating class. **Does USM currently coordinate search efforts in-house or work with an outside vendor?** Currently, USM is practicing a hybrid model – both in-house and with an outside vendor.
1. Senior inquiries (already in USM’s system)  Although we are already through the bulk of the current recruitment cycle and many inquiries have been converted to applicants and admits, we previously purchased approximately 62,000 senior names for the 2017 graduating class.

2. Senior search names to be purchased – At least 60,000

3. Junior search names to be purchased – **50,000 TOTAL (Sophomore & Junior combined)**

4. Sophomore search names to be purchased – **50,000 TOTAL (Sophomore & Junior combined)**

- How does your institution define Inquiry? A student who self-initiates contact with the university and/or a search name who later inquires through the purchase process.
- Do you have a set budget for this RFP? That information is not available at this time.
- How many senior names were purchased? **62,000 for the 2017 graduating class**
- How many applications did you receive from your Senior Search names? **6,133**
- How many junior names were purchased? **n/a for 2018 graduating class**
- How many Sophomore Names were purchased? **n/a for 2019 graduating class**
- How many inquiries did you receive from your junior purchased names? **n/a**
- How many inquiries did you receive from your sophomore purchased names? **n/a**
- What are your enrollment targets for 2018, 2019, and 2020? An increase each year of a minimum of 5%-10% first time freshman (start point is 1553).
- Regarding the electronic inquiry forms and applications, are you asking us to host a form or build an application, or both? **Build and host an application.**
- Do you currently utilize predictive modeling? **Yes.** If so, are you looking at Application prediction, enrollment prediction, and financial aid prediction? One of these or a combination of these prediction services? **Currently looking at financial aid and scholarship predictive modeling as it relates to enrollment of students.**
- What does your current marketing/recruitment process look like? **The University of Southern Mississippi has a robust marketing/recruitment process made up traditional touch points including but not limited to student search, application marketing, email and direct mail campaigns, high school visits, and special events.**

END OF AMENDMENT 2