

**FLORIDA POLYTECHNIC UNIVERSITY
DEPARTMENT OF PROCUREMENT
LAKELAND, FL
RFP 25-086
ENROLLMENT MANAGEMENT SERVICES**

**DATE: OCTOBER 2, 2025
ADDENDUM NO: ONE (1)**

Please see below for questions and responses (The University's responses are in green):

- As a private company, we require an NDA before we can provide a copy of our audited financial statements, thus would a D&B Report suffice for this requirement to assist Florida Poly in assessing our firm's financial health? If not, is Florida Poly willing to sign an NDA prior to the RFP submission deadline so that we may provide our audited financial statements in a protected manner?
 - D&B report or a letter of good standing from your bank will suffice.
- Are you willing to accept an electronic submission in lieu of the hard copies? If not, will Florida Poly accept responses on a USB shipped to your location (no hard copy provided)?
 - We can accept one original hard copy, one electronic copy (jump drive, USB etc.)
- Are you willing to accept an electronic signature in lieu of a wet ink signature on all forms?
 - Yes
- Are you willing to waive notary requirements for this RFP? If not, is e-notary acceptable?
 - E-notary is acceptable
- For athletics-related recruitment, what role is envisioned—coordination with athletics staff, or direct campaign management?
 - Recruitment of student-athletes will be managed by the coaches and athletic staff for each sport. At the same time, we want a comprehensive strategy that highlights the addition of athletics as a major selling point in Florida Poly's overall recruitment efforts.
- Will presentations/interviews be required of shortlisted vendors, or is evaluation purely on the written proposal?

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- Evaluation is based on the written proposals received.
- What is the term length of the agreement resulting from this RFP?
 - Contract term will be three (3) years with an option to renew for two (2) additional one-year periods.
- Has Florida Poly identified a budget for this initiative, and if so, is it possible to share? Is there a price above which proposals would not be accepted?
 - At this time, an overall budget has not been established for this initiative. Budgets will be set following the University's strategic planning process with the selected vendor and will likely vary from year to year based on specific goals and priorities.

There is no predetermined price threshold that would automatically disqualify proposals. Florida Poly is seeking a flexible partner able to align scope and resources with evolving needs and available funding.

Vendors should provide proposed costs for services in the areas of enrollment and marketing consulting, strategic planning, communications plans, and digital marketing. In addition, hourly rate sheets should be included for more flexible services such as website enhancements and content development.

Florida Poly will award based on best over-all value.
- Can Florida Poly please provide the decision timeline for this RFP?
 - With ambitious enrollment goals of reaching 3,000 students by 2030, Florida Poly is eager and motivated to move forward quickly. A decision is expected by late October to early November.
- Did Florida Poly evaluate solutions that could meet its requirements through vendor presentations leading up to the RFP release? If so, what types and names of solutions and vendors were evaluated.
 - No

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- Which institutional department(s) is/are funding this project?
 - Funding for projects under this contract would come from a combination of budget areas including admissions, financial aid, marketing and communications.
- Can Florida Poly share who will be on the evaluation committee for this RFP?
 - The evaluation committee will be comprised of several university experts.
- Will the University execute communication flows and campaigns in-house once strategies are developed, or should the vendor provide full execution and ongoing campaign management?
 - The University is seeking a partner that would provide a full communications campaign including development, execution, and management.
- What are the University's specific goals for digital marketing—awareness, lead generation, applications, yield/conversions, or all of the above? If multiple, which is the top priority?
 - Florida Poly's digital marketing goals will prioritize first driving applications, followed by increasing yield and deposits.
- What media budget is planned or anticipated for paid digital campaigns?
 - The appropriate media spend budget will be defined as an outcome of the strategic planning process.
- Should campaigns be designed as full-funnel efforts (including nurture/conversion) or limited to top-of-funnel lead generation?
 - Florida Poly is seeking a vendor to provide support in full funnel efforts.

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- Is the University currently working with an external partner for digital advertising? If so, what is driving the decision to re-compete or expand services?
 - Florida Poly currently partners with an external vendor for digital advertising. This formal solicitation is being issued in accordance with procurement requirements and to ensure a fair, competitive process. This RFP provides the opportunity to assess available expertise in the market and identify a partner who can best support Florida Poly's evolving enrollment and digital marketing goals.
- Are there particular benchmarks or KPIs the University wants vendors to target (e.g., cost per lead, conversion rate, enrollment growth by segment)?
 - Key benchmarks will include applications, deposits, and enrollment outcomes.
- What level of website support is expected? Does the University expect the vendor to provide: Front-end design only? Back-end development (HTML, CSS, JavaScript, CMS integration)? Ongoing CMS management and technical support?
 - Florida Poly recently launched a new website built on WordPress CMS with Elementor. The University is seeking a vendor to provide both front-end and back-end support as needed, ensuring the site continues to expand and evolve with new technologies and features as the institution grows. Daily updates and site management are currently handled by an in-house web developer.
- Which CMS platform is currently in use, and will the vendor need direct access for implementation?
 - Florida Poly recently launched a new website built on WordPress CMS with Elementor. The selected vendor would be granted appropriate CMS access.

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- Should the vendor anticipate building landing pages end-to-end, or will the University handle technical implementation once designs are provided?
 - Florida Poly is seeking a vendor to provide comprehensive web support within a WordPress CMS environment. This includes the development and implementation of targeted landing pages to support communications and digital advertising campaigns, enhancing and customizing the user experience beyond the core structure of the main website.
- Does the University envision content development as project-based deliverables or as an ongoing retainer (on-demand creative support)?
 - This RFP for enrollment management services is intended to identify a vendor capable of providing the full scope of enrollment support, including content development. While content is typically created in-house, Florida Poly seeks to have a contracted partner available to provide additional content development as needed and to ensure all campaigns are supported with the necessary assets for success.
- Should proposals cover content strategy, copywriting, graphic design, and video production services?
 - Yes
- Is preference given to vendors that can provide all services (to maximize the 100-point evaluation), or will partial-scope responses be considered competitively?
 - Florida Poly intends for this RFP to identify a vendor who can provide comprehensive enrollment management services, though partial-scope proposals will be reviewed as well.

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- Does the University currently use one agency for all enrollment marketing needs, or multiple specialized vendors? If multiple, is there a preference to consolidate services under one provider going forward?
 - Florida Poly currently partners with multiple vendors to support its enrollment management needs. Through this RFP, the University seeks to identify a vendor capable of providing comprehensive enrollment management services. This solicitation does not establish an exclusive arrangement, and Florida Poly anticipates continuing to engage specialized vendors as needed.
- Beyond the 2030 enrollment target, what are the University's short- to mid-term priorities (e.g., annual enrollment growth, yield improvement, market expansion)?
 - Florida Poly's overarching goal is to enroll 3,000 students by 2030, making steady annual enrollment growth essential. Achieving this will require strategic focus on yield improvements and identifying and engaging priority target markets.
- How will the University evaluate the success of the engagement—by applications, enrollments, awareness metrics, or other KPIs?
 - Key benchmarks will include applications, deposits, and enrollment outcomes.
- What role does the University envision athletics playing in enrollment growth strategies? Is the focus on athlete recruitment, broader brand-building through athletics, or both?
 - Recruitment of student-athletes will be managed by the coaches and athletic staff for each sport. At the same time, we want a comprehensive strategy that highlights the addition of athletics as a major selling point in Florida Poly's overall recruitment efforts.

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- Does the scope of services include traditional enrollment marketing (direct marketing campaigns aimed at individual prospective undergraduate and graduate students to generate inquiries, applications, and enrollments)? Or should proposals focus only on broader marketing, communications, and content development?
 - Florida Poly is seeking a vendor that will leverage a wide range of strategies and tactics to achieve our goals—ranging from traditional approaches to innovative methods, including the use of AI.
- Can you elaborate on the primary drivers behind the 3,000-student goal by 2030 (e.g., revenue growth, academic program expansion, athletics, research capacity)?
 - The enrollment goal was established through the [University's 25/30 Strategic Plan](#), developed and approved by University Leadership, the Board of Trustees, and the Board of Governors.
- How does the University prioritize among FTIC, transfer, graduate, and athlete enrollment growth? Is one segment considered more critical in the short term?
 - Enrollment growth for prospective student groups are essential to reaching Florida Poly's goals
- Are there specific geographic markets (in-state, regional, or out-of-state) that you want prioritized for recruitment?
 - Florida Poly is currently prioritizing enrollment growth along the I-4 corridor and across the state of Florida. At the same time, expanding out-of-state and international student enrollment will be critical to achieving the University's overall enrollment goals.
- What are the current enrollment numbers for FTIC, transfer, and graduate students?

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Count of StudentID	Enrollment Status		
Admit Type	Continuing	New	Grand Total
FTIC	835	532	1367
AA Transfer	68	30	98
Transfer	116	67	183
Second Bachelor's Degree	5	7	12
Graduate	40	116	156
Certificate	113		113
Non-Degree Seeking		2	2
Grand Total	1177	754	1931

- Are there particular challenges you've faced in yield, melt, or persistence that you'd like this engagement to help address?
 - Over the past year, Florida Poly has rebuilt its entire admissions and recruitment program, resulting in more than 10% enrollment growth for Fall 2025. The selected vendor will collaborate with the University to build on this momentum and drive continued improvements across all areas, including yield and melt.
- How integrated are your financial aid and scholarship strategies into enrollment planning today?
 - Financial Aid and scholarships play a significant role in enrollment efforts

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- Which current communication channels are working best for student engagement? Which have been underperforming?
 - Over the past year, Florida Poly has rebuilt its entire admissions and recruitment program, resulting in more than 10% enrollment growth for Fall 2025. Prior to these efforts, performance across all areas was lagging. The selected vendor will partner with Florida Poly to drive continuous improvement across all areas to meet enrollment goals.
- Are there particular audiences beyond students (e.g., parents, counselors, alumni, influencers) you want targeted?
 - Targeting parents in addition to prospective students will be important. Targeting counselors and alumni are already being managed outside of the scope of this contract.
- How are you currently measuring digital ad ROI and conversion?
 - Impressions, Reach, CTR, Inquiries, Applications, Deposits, Enrollment
- Who manages your website infrastructure today (internal team, outside vendor)?
 - Florida Poly's WordPress CMS is hosted on WP Engine and supported by an external vendor, the University's IT team, and an in-house web developer who manages daily support.
- Are you seeking a full site redesign or primarily campaign-specific landing pages and optimizations?
 - Florida Poly recently launched a new website built on WordPress CMS with Elementor. The University is seeking a vendor to provide both front-end and back-end support as needed, ensuring the site continues to expand and evolve with new technologies and features as the institution grows.

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This includes the development and implementation of targeted landing pages to support communications and digital advertising campaigns, enhancing and customizing the user experience beyond the core structure of the main website. Daily updates and site management are currently handled by an in-house web developer.

- What metrics are you currently tracking for website engagement (e.g., inquiries, applications, visit registrations)?
 - Webpage visits, landing page visits, time on site, bounce rate, inquiries, applications, and visit registrations
- How will success be measured — applications, yield, enrollment growth, or a combination?
 - Key benchmarks will include applications, deposits, and enrollment outcomes.
- What are your expectations for training and professional development for staff — one-time sessions or ongoing support?
 - Training and professional development needs will be identified and defined during the strategic planning phase.

- General question:

Is this a rebid of existing services currently delivered by an incumbent provider?

- Florida Poly currently partners with multiple vendors to support its enrollment management needs. Through this RFP, the University seeks to identify a vendor capable of providing comprehensive enrollment management services. This solicitation does not establish an exclusive arrangement, and Florida Poly anticipates continuing to engage specialized vendors as needed.

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- Objective, page 4

Can you provide annual enrollment goals by audience – first-time-in-college (FTIC), transfer, and graduate students – for the next 5 years?

- Goals by audience for the next 5 years will be shared during the strategic planning process.

- Scope of Work and Deliverables, page 4

Can you provide the annual budget or budget ranges for each of the five service areas identified in paragraphs 1-5? If not, can you provide the annual budget just for paid digital media described in paragraph 3?

- At this time, an overall budget has not been established for this initiative. Budgets will be set following the University's strategic planning process with the selected vendor and will likely vary from year to year based on specific goals and priorities.

There is no predetermined price threshold that would automatically disqualify proposals. Florida Poly is seeking a flexible partner able to align scope and resources with evolving needs and available funding.

Vendors should provide proposed costs for services in the areas of enrollment and marketing consulting, strategic planning, communications plans, and digital marketing. In addition, hourly rate sheets should be included for more flexible services such as website enhancements and content development.

- 7.0 Supplemental Documents, page 17

This page is blank. Are there documents that were intended to be included?

Documents are located on pages 18-20, labeled attachment A and B.

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- **Budget Parameters:** Can you clarify the anticipated budget range for this engagement. Should the proposed not-to-exceed fee include all anticipated travel, printing, mailing, digital marketing costs, and list purchases, or will certain items be treated as reimbursable or pass-throughs with prior written approval?
 - At this time, an overall budget has not been established for this initiative. Budgets will be set following the University's strategic planning process with the selected vendor and will likely vary from year to year based on specific goals and priorities.

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Vendors should provide proposed costs for services in the areas of enrollment and marketing consulting, strategic planning, communications plans, and digital marketing. In addition, hourly rate sheets should be included for more flexible services such as website enhancements and content development.
- **Scope of Populations & Modalities:** The RFP references FTIC, transfer, graduate students, and athletes. Should proposals address all populations equally in Year 1, or will certain groups/programs be prioritized?
 - All prospective student audiences are important; however, certain groups may be prioritized differently during the strategic planning phase, with distinctions made between Year 1 priorities and those in subsequent years.
- **Geographic Targeting:** Given the evaluation criteria's emphasis on Polk County and Central Florida, should strategies primarily focus on in-state and regional audiences, or should proposals also include national and/or international markets?

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- Florida Poly is currently prioritizing enrollment growth along the I-4 corridor and across the state of Florida. At the same time, expanding out-of-state and international student enrollment will be critical to achieving the University's overall enrollment goals.
- Current Vendor Landscape: Does Florida Poly currently partner with enrollment marketing or digital agencies, and will any of those contracts remain active during the term of this engagement?
 - Florida Poly currently partners with multiple vendors to support its enrollment management needs. Through this RFP, the University seeks to identify a vendor capable of providing comprehensive enrollment management services. This solicitation does not establish an exclusive arrangement, and Florida Poly anticipates continuing to engage specialized vendors as needed.
- Technology Ecosystem: What CRM, marketing automation, and analytics platforms are currently in use to support student recruitment and communications? Will the selected vendor be granted direct access to enrollment funnel data to support ROI reporting and campaign optimization? Additionally, would Florida Poly prefer that recruitment marketing campaigns be deployed directly within the institutional CRM or managed in a vendor-operated platform with data integrated back into University systems?
 - Florida Poly currently uses Salesforce as its CRM. The selected vendor will work with the University to determine the most effective tools and strategies to maximize campaign success.
- For marketing assets such as photography and video, will Florida Poly provide existing creative for adaptation, or should vendors plan to develop new creative materials (and if so, should printing and mailing costs be included in our proposal)? Additionally, can you share when the University last conducted a comprehensive brand study, and whether any future brand strategy or brand refresh initiatives are planned that would intersect with this engagement?

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- While content is typically created in-house, Florida Poly seeks to have a contracted partner available to provide additional content development as needed and to ensure all campaigns are supported with the necessary assets for success. Proposals should include hourly rates for creative development costs. Printing and mailing costs do not need to be included as those are services provided by other vendors.
- Success Metrics: Beyond overall enrollment growth, what specific KPIs will Florida Poly use to define success in Year 1?
 - Key benchmarks will include applications, deposits, and enrollment outcomes.
- Contract Term: The sample agreement leaves the contract term open-ended. Does the University anticipate a one-year contract or would Florida Poly be open to structuring this as a multi-year contract rather than a series of one-year renewals?
 - Contract term will be three (3) years with an option to renew for two (2) additional one-year periods
- Addenda & Meetings: Beyond the written Q&A process, does Florida Poly anticipate scheduling any pre-proposal or vendor information sessions before proposals are due?
 - No
- Can you please provide us a budget for the services in scope under this RFP?
 - At this time, an overall budget has not been established for this initiative. Budgets will be set following the University's strategic planning process with the selected vendor and will likely vary from year to year based on specific goals and priorities.

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Vendors should provide proposed costs for services in the areas of enrollment and marketing consulting, strategic planning, communications plans, and digital marketing. In addition, hourly rate sheets should be included for more flexible services such as website enhancements and content development.

- Are you currently working with a vendor(s) for the services in the scope of this RFP and if yes can you please provide us the name of the vendor(s) and the services they provide?
 - Florida Poly currently partners with multiple vendors to support its enrollment management needs. Through this RFP, the University seeks to identify a vendor capable of providing comprehensive enrollment management services. This solicitation does not establish an exclusive arrangement, and Florida Poly anticipates continuing to engage specialized vendors as needed.
- We support inclusion of Small Business Minority Enterprises (SBME) that could partner with us to provide best in breed solutions to you under our solution? Would you be willing to share the SBME's that have demonstrated an interest in to provides services to you so that we may consider them as part of our proposal to you?
 - This data is not readily available.

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This addendum shall become part of your firm's response and the subsequent documents if applicable.

Receipt Acknowledged:

Vendor name: _____

Address: _____

Email: _____

Phone: _____

Signature: _____