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REQUEST FOR PROPOSAL  
RFP# AX-26-004 MARKETING & ADVERTISING SERVICES  
FEBRUARY 27, 2026

**ADDENDUM NO. 1**  
**Vendor Questions Received in Response to the RFP**

**NOTE: The following questions were copied verbatim from vendor submissions. Our answers follow. Vendors must acknowledge receipt of all addendum as part of their proposal response package -- see page 9 of the Request for Proposal.**

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1. Does the University have a preference on track 1 vs. track 2 for their vendor selection?

**A1: No. We are open to either track and will evaluate the proposals based on overall strength and fit.**

2. Does UAFS anticipate selecting one partner across both tracks, or could different firms be selected for Track 1 vs. Track 2?

**A2: We anticipate selecting one partner under one track.**

3. Is there an internal preference today for retaining media buying in-house verses outsourcing it?

**A3: There is no preference. Media buying is currently outsourced. We are open to the most effective structure moving forward.**

4. What does the make-up of your internal team look like?

**A4: Our team consists of six positions: Assistant Vice Chancellor of Marketing, Project Manager, Creative Design Director, Web Manager, Graphic Artist, and Photographer/Videographer.**

5. Who will serve as the day-to-day decision maker and approver for creative and strategy?

**A5: The Assistant Vice Chancellor of Marketing**

6. Will there be a central marketing/enrollment team serving as the primary day-to-day partner for the agency, or should we anticipate coordination across multiple units?

**A6: There will be a central marketing and enrollment team serving as the primary day-to-day partner.**

7. Are there specific priority programs of enrollment initiatives that will be the initial focus of year one?

**A7: Our primary focus will be enrollment management recruitment initiatives, along with select priority programs.**

8. Are you currently outsourcing these services to an agency?

**A8: Yes**

9. What are your current pain points related to marketing and advertising?

**A9: We are continuing to refine the integration of lead generation initiatives into the enrollment management communication funnel.**

10. What platforms are you currently using for digital marketing?

**A10: For paid media, we primarily use Google Search, Google Display, and Meta platforms. Our earned and owned media efforts extend across various social media channels, including YouTube..**

11. What channels are currently being used most heavily, and where does UAFS see the greatest opportunity for growth?

**A11: See above for primary channels. We see continued opportunity for growth in video strategy and performance.**

12. Is the intent to maintain a true omnichannel approach, or prioritize digital first recruitment tactics?

**A12: We expect our agency partner to provide strategic guidance in this area.**

13. For your digital marketing efforts, are you seeking program specific, school level, or brand level campaigns? If program specific, approximately how many programs?

**A13: We anticipate recruitment marketing campaigns that support enrollment management, along with selective brand marketing efforts. We expect no more than two program specific campaigns at a time.**

14. Do you require the agency to design and develop campaign landing pages? If not, please provide a link to a current landing page.

**A: No. Landing pages are developed internally. Our primary recruitment landing pages are currently under redesign.**

15. Do you own and manage your advertising accounts directly, or are they managed through a third party?

**A15: Our advertising accounts are currently managed through a third party.**

16. In the last year, what was your media budget and how much did you spend on agency fees?

**A16: Our total media budget is in the \$300,000 - \$340,000 range.**

17. Is there a maximum budget for this agreement?

**A17: We anticipate remaining in this general annual budget range.**

18. Does your institution have a preferred compensation model for agency services (flat fee vs. percentage of media spend)?

**A18: There is no preference. We require transparent accounting of services, service fees, and media spend.**

19. What KPIs will matter in evaluating success? (inquiries, applications, yield, workforce enrollments, awareness metrics.)?

**A19: Recruitment marketing KPIs aligned with enrollment goals, including inquiries, applications, conversions, and yield, as well as campaign effectiveness metrics.**

20. Does UAFS have the ability to track enrollment attribution today, or will the agency be expected to help strengthen measurement infrastructure?

**A20: We use the Slate platform and have integrated it into our marketing efforts. We are interested in partners who can contribute expertise in strengthening, attribution and performance measurement.**

21. Is there a specific per student marketing budget we should follow for cost proposal portion of our submission?

**A21: No**

22. Since the RFP mentions experience with higher education CRM platforms like Slate, how deeply does UAFS expect the agency to be involved in the technical setup, audience segmentation, and performance analysis within Slate?

**A22: Experience with Slate is not required, but familiarity and demonstrated knowledge will be taken into consideration during evaluation.**

23. The RFP states the agency should provide strategic guidance on video content while collaborating with “in-house creative and video staff”. What is the current capacity of the internal video team, and what is the expected division of labor between the agency’s strategy and the internal team’s production?

**A23: We have a professional, full-time photography/videographer on staff. We anticipate agency support in strategy and messaging development, while internal staff will manage production and post-production.**

24. A significant portion of the RFP focuses on marketing workforce development and short-term credentials. What specific programs or initiatives are the highest priority for the initial phase of the contract?

**A24: While workforce development is included in our plans, the immediate primary focus will be increasing enrollment of undergraduate, degree seeking students.**

25. The RFP asks for a detailed price proposal but does not specify a total annual budget range. What is the anticipated annual budget for both professional services and media spend?

**A25: The anticipated annual marketing budget is between \$300,000 and \$340,000.**

26. The University requires a clear delineation between media costs and agency fees. Are there specific state-mandated caps on markups or commissions that the agency should be aware of?

**A26: There are no state-mandated caps. We require clear delineation between media spend and agency fees.**

27. The selection criteria include factors such as Cost (30 points) and Solution and Approach (30 points). How will UAFS weigh the “Experience” and “Quality of Product” factors, which are listed but not assigned specific point values in the summary list?

**A27: These factors will inform the scoring within the Solution and Approach category.**

28. UAFS values “testing, optimization, and continuous improvement.” Beyond typical enrollment metrics (inquiries, applications, yield), are there specific brand awareness or community engagement KPIs that the University considers critical?

**A28: Primary KPIs will focus on recruitment and campaign performance. Brand and community focused measurements will be evaluated on a project-by-project basis.**

29. The RFP anticipates bi-weekly meetings. Does the University prefer these to be virtual, or is there an expectation for regular on-site presence at the Fort Smith campus?

**A29: Virtual meetings are acceptable.**