

Vendor Name		Question	Response
Emerge Education	Q# Section	Section 20.1 of RFP 24-02 states that "The University will launch a number of fully-online, undergraduate and graduate degree programs in the fall of 2024." Approximately how many programs will be launched? Additionally, what programs is Kentucky State University planning to launch? Developing a large number of program-specific strategies and assets could take a large portion of the budget so understanding the University's prioritization of programs is also	The final list of programs and courses will be available once the contract has been awarded. The

1 20.1 The RFP says that KSU has already partnered with an Online Program Manager. Is this solicitation intended to provide marketing support to those programs, or within a scope that's additional to the work of the Online Program Manager? Is the online program manager marketing its own programs?

Solicitation is to provide support to the programs being developed in partnership with Our online partner.

All programs are being developed or redeveloped in partnership with our online partner over the next three years. The list contains a combination of new programs, as well as existing KSU programs that are being redeveloped or transitioned from a traditional format to online.

Programs at the following levels will all be developed over the first three years of the project - undergraduate certificates, multiple undergraduate programs, graduate certificates, multiple masters degrees, and two to three doctoral programs.

2 20.1 Are the programs through the OPM already in the market? If so, could you identify those? What programs that aren't managed by the OPM are involved in this scope of this work?
Can KSU identify the programs that are intended to launch in the Fall of 2024? Has there been any marketing effort already undertaken in support of the fto lth Our

3 20.1

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- 2 50.5 To help inform our "Cost Proposal," what is Kentucky State's annual budget for this scope of work
- 1 40.2D2 Regarding "establishment of a seamless data flow to the CRM" -- Do you already have a CRM in place? Please provide a list of technology tools currently used/ leveraged. Would the department be open to implementing other marketing technology tools as needed?
- 2 Evaluation Criteria, Cost Proposal - Will you provide a budget range for the estimated annual spend for this project?
- 3 50.4 Proposal Submission - if we would like to submit a redacted version for potential FOIA purposes, can we submit that in each flash drive copy?
- 4 50.4 Proposal Submission - should the cost proposal only be printed, and not included on the flash drives?
- 5 50.5
- We are looking for each provider to submit their best plan to achieve the stated enrollment goals, which includes the budget they deem necessary to achieve those goals.
- We are currently vetting CRM options.
- Budget should be proposed by the vendor based on the scope of work and enrollment goals outlined in the RFP.
No redaction is permitted. You may identify proprietary information and technology in your response, however our legal team will determine what is truly proprietary according to Kentucky law if a request for information is received.
Yes, the cost form is to be a paper copy, under separate cover, and not included on the USB drive.

	3	40.2	Can the University share current and historical online student enrollment data, specifically, the number of new students and total enrollees at each degree level for the past three academic years?	KSU online is a clean slate and any plan should be considered from a ground-up perspective.
	4	40.2	Does the University require any instructional design services? If so, please describe in as much detail as possible (number of courses, timeline for development, new builds vs. refreshes, etc.)?	No, these services are covered by our online partner.
	5	40.2	If the University does not require instructional design services, does it have a detailed plan and timeline for course development? If so, can the the University share it? If not, when will such a plan be developed?	The final list of programs and courses will be available once the contract has been awarded.
	6	40.2	Does the University currently work with any vendors that provide the requested services? If so, are these vendors invited to respond to the RFP? If so, why is the University issuing an RFP?	Some of the services for this RFP are currently being provided on a smaller scale by our online partner. The size and scope of the enrollment goals require a new RFP to be issued for these expanded services.
	7	40.2	The University specifies enrollment goals for online students. Can the University clarify if these enrollment targets are total students or new starts? Does the University have specific goals by degree level?	The specified enrollment numbers are a building cumulative count of active students. 3,000 is the stated goal.
	8	NA	Will the University share all the answers to vendors' submitted questions?	Yes, all questions submitted are posted as an addendum to the University's website. The vendor identities will not be disclosed.
	9	40.2	What CRM, application system, and LMS does the University use?	The university is currently vetting CRM options. The KSU online program will use the Canvas LMS.