- What digital actions on your website are valuable for enrollment? (e.g., Visit form submissions, admissions staff email clicks, admission application views, admission application submissions, video views, etc.)
  - The troy.edu website encourages prospects to submit a request for information form; start an admissions application; submit your admissions application; schedule a campus visit; register to attend an event (in person or virtually); apply for scholarships; apply for housing; connect on social media, YouTube, TROY Today blog and more; contact admissions by email/phone/text; register for Impact/freshmen orientation; explore academic areas of interest; register for classes; etc.

- What are the target geographies that you typically draw from and where would you like to draw from?
  - The southeastern United States is the typical focus for recruiting traditional, domestic students, with a focus on Alabama, Georgia, Mississippi and the Florida Panhandle. International students are welcomed from across the globe with a current focus on India, China, Asia and Latin America. Nontraditional student markets cover all TROY locations outlined in Appendix A of the RFP and include a broad range of military installations.

- What are the target colleges and universities that you typically draw from for transfer admissions?
  - Wallace CC (Dothan), Enterprise State CC, Lurleen B. Wallace CC, Chattahoochee Valley CC, Trenholm State CC

- What are the target colleges and universities that you typically draw from for graduate and online admissions?
  - Currently there are no feeder/target schools as TROY undergraduate students represent a large percentage of Troy graduate students

- What is the average number of unique monthly visitors to your home page?
  - From April 1, 2023, through March 31, 2024, troy.edu received approximately 2,983 unique monthly visitors to the home page.

- What digital marketing initiatives are you currently doing, or have you done in the past?
  - TROY has employed various digital advertising, enrollment marketing and web strategies. However, we are eager to hear your capabilities and recommendations in this critical area. Additional media strategy discussions may occur through the RFP process for shortlisted proposers.

- What is your current Content Management System (CMS) for your website content?
  - The troy.edu website uses Modern Campus' Omni Update CMS.

- What is your current Customer Relationship Management System (CRM) for Admissions?
  - TROY Admissions uses Ellucian Recruit® CRM.

- Is there an incumbent vendor?
  - All best-in-class solution providers are encouraged to respond to this RFP solicitation. All submissions will be given equal consideration and opportunity.

- This RFP solicitation is an opportunity for TROY to hear from your t

- Enrollment efforts are measured on applications submitted, students admitted, and most importantly, students enrolled.

- What does success look like in the activities listed above?
  - Success is sustained enrollment growth year over year.

- Are there future initiatives or innovations we should be aware of?
  - A new research center for materials and manufacturing sciences, and a new building for the College of Health Sciences opening this fall.

- What marketing tools does your team currently use in their efforts? Email marketing, social media management, etc.?
  - Paid digital, organic digital, email marketing, social media management, direct mail, billboards etc.

- The General Requirements section indicates the “transition of current and proposed projects”. Are there any specific, current projects that Troy has undertaken in marketing and/or enrollment that would be directly affected and need to be transitioned as a result of entering into this new work?
  - To be assessed based on time of awarding. Example, existing advertising placement contracts.

- Are there preferred timelines for any or all elements of the work?