A. The following are revisions to the Addendum 2 posted April 16, 2014:

8. Regarding SBMI enrollment for 2015, what is the number of students SBMI is looking to enroll?

   Answer: SBMI desires to enroll 200 full-time students for fall 2014 and 320 full-time students for fall 2015.

14. Besides University of Chicago, who does SBMI consider to be its primary competitors and why?

   Answer: The University of Chicago is not our competitor. The University of Illinois at Chicago, Columbia, Michigan, Ohio State, Oregon Health and Science University, the College of St. Scholastica, and Arizona are a few of the universities that compete with SBMI for students. In addition, the American Medical Informatics Association has compiled a list of the informatics programs across the United States—see http://www.amia.org/education/programs-and-courses?field_state_value_many_to_one=All&tid=39.

B. The following are responses to prospective Proposers’ questions received by the April 11, 2014 Questions Submittal deadline:

1. Will the Contractor receive historical applicant data (originating addresses…names not required) to aid in segment development? If yes, approximately how many records may the Contractor expect and how far back, historically? What data fields may the Contractor expect?

   Answer: SBMI is currently attempting to organize such data, and this information is not available to Proposers at this time.

2. Will the provided list (referenced in the question above) include information as to which of those applicants were ultimately accepted?

   Answer: See response to question no. 1.
3. Will the Contractor have access to current and former students (for surveys, focus groups, etc.)?

   **Answer:** SBMI will assist in providing this information to the awarded Contractor to the extent possible and allowable.

4. Can SBMI provide any guidance as to the existing criteria for a student’s acceptance?

   **Answer:** The acceptance criteria are dependent on the student’s selected SBMI program. The SBMI certificate program is easiest to be accepted into. A student is usually accepted if he/she submits the required documentation and has a reasonable GPA—2.5 or higher. A master’s program student must submit proper documentation, and depending upon the student’s background and experience, exceptions to the GPA requirement may be granted. Such exceptions are rare. A PhD program student undergoes a more rigorous review and must possess a research interest in health informatics.

5. When SBMI says “increased student enrollment,” are there different segments of student enrollment that are more important?

   **Answer:** Yes. SBMI prefers to grow the master’s program the most. Although some students want to start in the certificate program, growth of the master’s program is priority. The PhD program is size limited.

6. What are the SBMI top priorities in regards to enrollment?

   **Answer:** The enrollment top priority is an increased enrollment of high-quality students—ultimately, 320 students per semester.

7. Can the University provide more information on demographics and what the SBMI targets look like?

   **Answer:** See response to question no. 1.

8. What target audience segmentation information does SBMI currently have?

   **Answer:** SBMI does not have this information.

9. How does SBMI currently prioritize the segments?

   **Answer:** SBMI does not have this information.

10. What statistics can SBMI share regarding category growth?

    **Answer:** SBMI does not have this information.

11. What have been the trends in SBMI enrollment in recent years? What is the reason for that trend?

    **Answer:** SBMI has experienced modest increases in enrollment due to increased recruitment efforts. However, the current growth is inadequate.
12. What has been successful in previous SBMI digital media marketing and social media, and what are the greatest obstacles faced?

**Answer:** SBMI has not previously had concentrated digital media marketing or planned use of social media. Any previous work has been very ad hoc-based. Through this approach, the greatest obstacles have been the lack of planning and resources.

13. Please discuss the milestones relating to timing for enrollment and application, etc. as related to the 2015 academic year and this campaign?

**Answer:** Based on the Proposer’s expertise and qualifications, SBMI expects the Proposer to develop and identify reasonable milestones in its Proposal according to the project specifications provided in Section 5 of the RFP.

14. Please clarify Section 5.3.1, h, which states the following: “Provision of consultation, strategy development, relationship building with followers, management of messaging, reporting.” What does SBMI want to accomplish with this objective?

**Answer:** Through Section 5.3.1, h of the RFP, SBMI is seeking to accomplish increased awareness of and enrollment in its school.

15. What research and information does SBMI have regarding the target audience decision-making process?

**Answer:** SBMI does not have this information.

16. What data can SBMI share in regards to its current student population? For example, what percentage is in-state versus out-of-state, what percentage is professional, what are the demographics?

**Answer:** SBMI does not have this information.

17. What are the funding levels and tactics utilized in the current 2014 SBMI marketing plan?

**Answer:** SBMI does not have information regarding its funding levels. Proposers can obtain a sense of the current SBMI digital marketing tactics by viewing the SBMI website and associated links.

18. Which existing marketing tactics does SBMI believe are working well for it and why?

**Answer:** SBMI believes its personal recruitment is working well although this sole method is not sufficient to achieve the desired growth.

19. What KPIs and critical metrics has SBMI identified for this initiative?

**Answer:** The critical metrics for this campaign are the volume of student applications and enrollment.

**END OF ADDENDUM 3**