

Virginia Tech RFP 658257
 Web-Based Client Relationship Management Tool for MBA Programs

Questions & Answers – Q&A-2

<p>1. How many students are enrolled on average for the past five years? What are enrollment goals for the next five years?</p>	<p>Average Enrollment Data: (FTMBA) 99 (Part-Time) 268 (PMBA) 72 (EMBA) 80</p> <p>Goals: (FTMBA) 120 (PMBA) 80 (EMBA) 80 (Part-Time) 270</p>
<p>2. Is admissions done centrally or done in the Business School?</p>	<p>Two part process---part one within the MBA program, and part two within the Graduate School in conjunction with the MBA program, but the Graduate School operates separately.</p>
<p>3. What is the structure of the entire Business School Recruiting staff (org chart), including the four programs?</p>	<p>The following are positions in the Office of MBA Programs: Associate Dean for Graduate Programs, Administrative Assistant, Associate Director for Marketing and Recruiting, Admissions Coordinator, Associate Director for MBA Program, Executive Director for EMBA, Assistant Director of EMBA Program, Assistant to the Director of EMBA Program.</p>
<p>4. How many end users are anticipated? What location(s) are they based in?</p>	<p>2 users in the Part-Time program in Northern Virginia (Falls Church) 3 users in the EMBA program in Northern Virginia (Falls Church) 6 users in Full time and PMBA program combined, including 2 “key users” and 4 support users. (Main Campus, Blacksburg)</p>
<p>5. What systems/tools are currently used (Excel, hand written, Outlook, etc.)?</p>	<p>Excel spread sheets (various for leads), Access database (application and Inquiry data), Outlook (email) and paper files (applications and communication records).</p>
<p>6. What email system does Virginia Tech use?</p>	<p>Microsoft Outlook and Microsoft Exchange</p>
<p>7. What is the technology stack for Banner?</p>	<p>Banner is an Oracle based ERP. The application itself is written in the Oracle Application Development environment.</p>
<p>8. How many systems would need to be integrated into the CRM system? What kind of architecture is being used currently (i.e. SOA)?</p>	<p>Banner is the SOA at Virginia Tech. We do not plan to fully integrate with Banner; however, we do plan to have capacity to import data from Banner into the CRM so that we can gain insight into application conversion and can have a means of following up with applicants and newly admitted students.</p>
<p>9. How many data records exist for MBA recruits today? How many data sources does this comprise of? Since there currently is no system to track this information, is it being tracked individually in spreadsheets, word documents, etc?</p>	<p>Multiple sources from report, events, leads, referrals, requests for information, etc. The following are estimates of data records: 1500 (FTMBA) 500 (PMBA) 2000 (Part-time MBA) 200 (EMBA)</p>

	Information is being tracked through a simple (and difficult to manage) set of spreadsheets and data entered into our internal Database. *
10. Is there any data that needs to be converted to the new system?	All current data from recruiting will be converted into the new system. Some candidates may be part of the marketing process for six to fourteen months. Non-converted leads are currently tracked on spreadsheets.
11. Data Import - Are Excel spreadsheets the only format data will be imported in as?	Access database and Excel. Excel sheets will be formatted with various fields depending on the source and MBA program type.
12. Communication Management - What is a typical/average size batch communication? Does this refer to electronic or physical mailings? What is the frequency of these communications?	This varies. The “batch” is individual to the purpose of the given communication. It may be a thousand individuals or thirty, depending on the program and purpose of the message. As stated in the RFP, the proposed solution must have the flexibility to customize features for the individuals needs of the Part-time, EMBA, PMBA and FTMBA programs, each with separate events, deadlines, marketing plans, independent communication loads, and audience sizes.
13. What is the target go-live date for the project (it is mentioned for the next recruiting year when does that start?	Target for next recruiting year—summer go live.
14. In Section IX, Part A, there isn't any maximum point values specified – is this an oversight or are they all weighted equally?	Virginia Tech will post the percentage distribution of the evaluation criteria just prior to the RFP closing.