

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

Questions & Answers – Q&A-3

<p>1. Section VIII, Data Storage - Customization: Can you list the unique fields needed for each MBA program? Or give a total number needed for each program?</p>	<p>The MBA programs need very detailed and specific data fields for all levels of prospective students and applicants and for each program type. There must be flexibility in creating/revising fields. Below are some examples of data fields for one MBA program, but this varies by program and the data storage fields should not be limited to this example.</p> <p>Example of data storage fields: Name, address, citizenship, program, work experience, place of employment, assorted test scores, essay questions, concentrations, where they learned about the program, prior college, GPA, and numerous other fields.</p>
<p>2. Section VIII, Tracking – Features: What is the level of prospect/administrator tracking is desired? Are there particular activities or functions that you are looking to track?</p>	<p>The MBA Programs need extensive, detailed, and flexible search mechanisms, reporting tools, and communication tools for data tracking to include dates, names, groups, inquiries, applicants, admissions data, and more. Below is an example of data tracking, but this varies by program and purpose, and data tracking is not be limited to this example.</p> <p>Example of data tracking: May need to retrieve data and issue reports by specific recruiting events or contact methods, view what communications have already been sent, and communicate with individuals as a group or individually, with all this information tied to the applicant portions of the system to avoid sending recruiting messages to someone who already applied.</p>