



4/23/2026

RFP Addendum 1  
Request for Proposal Number: P26SM002  
Marketing & Hosting Services for Online Degree Programs

Please note the following on the above referenced Request for Proposal.

1. Question: Is there an incumbent vendor that supports this program?  
University response: Yes.
2. Question: Is the incumbent vendor(s) invited to respond?  
University response: This is a public solicitation, and all qualified firms are eligible to submit a Proposal.
3. Question: How does the University currently execute these services?  
University response: Refer to RFP.
4. Question: What is the current tuition and other required fees?  
University response: \$665 tuition plus \$229 fees per credit hour.
5. Question: What is the intake dates each year, and how many intakes are offered?  
University response: The University offers three intakes annually across the Fall and Spring terms
6. Question: When are services expected to start?  
University response: After contract execution.
7. Question: What is the academic term type and length?  
University response: Fall/Spring semesters run for 16 weeks, with one course offered in the first 8 weeks and one in the second 8 weeks. Summer sessions are offered in either 8-week or 12-week formats.
8. Question: What are the admissions requirements?  
University response: Applicants to hold a bachelor's degree with a minimum cumulative GPA of 3.0. A GRE/GMAT waiver is available for candidates with at least three years of professional experience. Required application materials include two essays, a short-response prompt, two references, official transcripts, and participation in an admissions interview.
9. Question: What academic terms define when students in the Online Healthcare MBA program take classes?

University's response: The Online Healthcare MBA program operates on a continuous enrollment model across Fall, Spring, and Summer terms. Fall and Spring each follow a 16-week semester structure, with students taking one course in the first 8 weeks and one course in the second 8 weeks. Summer courses are offered in either 8-week or 12-week formats.

10. Question: Does the program follow a lock-step, cohort-based structure or allows students to progress at their own pace.

University's response: Cohort-based, lock-step program structure.

11. Question: Will the Healthcare MBA be only offered online?

University's response: Yes.

12. Question: If the program is only online, was it developed from a former on-campus program?

University response: No.

13. Question: Can the University please provide the number of new students enrolled in each cohort?

University response: Cohort 1: 32 students, Cohort 2: 43 students, Cohort 3: 21 students, Cohort 4: 28 students, Cohort 5: 27 students, Cohort 6: 23 students, Cohort 7: 9 students.

14. Question: Can the University provide the acceptance rate?

University response: Acceptance rate is not formally tracked but estimated above 90%.

15. Question: Can the University provide lead volume and new enrollment over the past 3-5 years?

University response: Cohort 1: 32 students, Cohort 2: 43 students (+34.4%), Cohort 3: 21 students (-51.2%), Cohort 4: 28 students (+33.3%), Cohort 5: 27 students (-3.6%), Cohort 6: 23 students (-14.8%) and Cohort 7: 9 students (-60.9%)

16. Question: Can the University share the estimated enrollment proportion of the following student categories?

University response The program's student population is predominantly domestic, with international enrollment estimated at fewer than 5%. Approximately 50–55% of students are non-resident (out-of-state), based on data from Cohorts 5 and 6, where 52% of students were out-of-state. Tuition is the same for both in-state and out-of-state students.

Recent undergraduate alumni represent fewer than 10% of the student body. The program primarily attracts working professionals, with an average of 12+ years of professional experience.

17. Question: Can the University provide the following conversion metrics?

University response:

- Lead-to-Contact Rate: Estimated 70–85%
- Contact-to-Interview Rate: Estimated 40–60%
- Interview-to-Application Start Rate: Estimated 50–70%
- Application Start-to-Submission Rate: Estimated 60–80%
- Submission-to-Acceptance Rate: Estimated 70–90%
- Acceptance-to-Registration Rate: Estimated 60–80%
- Registration-to-Confirmed Start Rate (post-drop period): Estimated 85–95%

18. Question: Will the University share lead data with the Awarded Proposer?

University's response: The University will work in close coordination with the Awarded Proposer throughout the term of the contract.

19. Question: Will the University share historical funnel and campaign data with the Awarded Proposer?  
University's response: The University will work in close coordination with the Awarded Proposer throughout the term of the contract.

20. Question: Can the University share its student persona for the on-campus program based on current enrolled students?  
University response: No. The University will work in close coordination with the Awarded Proposer.

21. Question: Is there a page limit on the proposal?  
University's response: No

22. Question: Can a supplemental financial proposal be submitted via an Excel document?  
University response: All proposals will be reviewed and evaluated.

23. Question: It is against our company policy to use flash drives. Will the University consider email submissions in addition to a mailed hardcopy?  
University response: No. Refer to Section 7.4.6.

24. Question: The requested term is a one-year revenue-share agreement. Standard revenue-share models typically span five years to allow the vendor to recover upfront investment. Is the University open to a continuous term with a mid-term performance gate?  
University response: The University may consider alternative term structures that support mutual program success.

25. Question: One of the scopes-of-work items requests a description of the method for hosting asynchronous video lectures, interactive modules, and course assets.  
University response: Proposer to provide available hosting options.

26. Question: Beyond the Healthcare MBA, how does NAU anticipate expanding this partnership to additional online programs over the next 2–3 years?  
University response: The University is seeking to scale this partnership beyond the Healthcare MBA by extending it to the Online MBA program.

27. Question: How does the University define success at the institutional level?  
University response: Success will be defined by steady or growing enrollment supported by strong application volumes and appropriate selectivity; high retention and on-time graduation rates; positive net revenue and overall program profitability; strong student satisfaction, engagement, and evidence of skill application in the workplace; strong employment outcomes or career advancement following graduation; and clear alignment with the University's mission, including access for non-traditional learners, societal impact, and innovation in business education.

28. Question: Which data indicators or KPIs the University rely on most in evaluating the performance of the selected partner?  
University response: The University will evaluate partner performance using a combination of quantitative and qualitative indicators. Key KPIs may include enrollment growth and application

volume, conversion rates across the recruitment funnel, student retention and on time graduation rates, financial performance and net revenue contribution, student satisfaction and engagement metrics, and post-graduation outcomes such as employment or career advancement.

29. Question: Which prospective student segments are considered highest priority for the Healthcare MBA?

University response: The highest-priority prospective student segments for the Healthcare MBA include professionals across the healthcare sector. However, clinicians represent a particularly strong target group both those already serving in managerial roles who seek to strengthen their business and financial acumen, and those aspiring to transition into leadership positions. These segments have consistently demonstrated strong interest and benefit significantly from the program's curriculum.

30. Question: What is the University explicitly looking for a partner to bring new capabilities or scalability?

University response: The University is seeking qualified firms to effectively reach prospective students and increase program's visibility.