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

Questions & Answers – Q&A-1

	QUESTIONS	ANSWERS
1.	If our legal team should take exception to Attachment A, Terms and Conditions, should we submit those within our response or can those be negotiated out after the award has been posted?	If vendors take exception to any RFP Terms and Conditions, they should clearly identify those items in their proposal. If negotiations are conducted, any exceptions should be brought forward by the Offeror.
2.	If we have Standard Terms and Conditions that we typically submit with our order forms, should we submit them with our response or can we submit them after the award has been posted?	Any forms you may ask us to agree to if a contract results should be included with the proposal, such as Terms and Conditions, License Agreements, or Maintenance Agreements.
3.	Is funding approved for the MBA CRM? If so, what is the approximate amount?	The department has approved funding. The MBA Programs track over 5000 prospective candidates a year between the FTMBA, PMBA and EMBA programs, and an estimated 2500 for the part-time MBA program. They process applications for over 350 candidates between the EMBA, PMBA and FTMBA, with an estimated 200 for the part-time program.
4.	Does the SWAM vendor need to be the prime contractor to receive maximum points, or can they server in a Sub-Contracting role?	Full points for a SWAM primary, with some points for SWAM subcontractor(s).
5.	Has VT received or participated in vendor demos ahead of posting this solicitation? If so, from/with whom?	The college conducted market research to explore market capabilities, collected information from other universities regarding their MBA program solutions, and viewed three product demonstrations. This led to the determination that there are multiple potential providers and the RFP process would best collect that information.
6.	Does VT prefer a 'hosted' solution?	Yes, a hosted system is preferred.
7.	Page 4: Statement of Needs – This lists communications, activity/status reporting, etc. without any mention of the Business Schools' respective processes? Can additional detail regarding processes be provided?	The MBA program processes inquiries daily. Inquiries may be initiated by individual contact in person, or by phone or email, while others are initiated by receipt of data. Once the inquiry is initiated, it is entered into a database and categorized according to lead type and program type (EMBA, PMBA, FTMBA, part-time) and processed accordingly. Follow-up with leads requires documenting the date, time, and type of inquiry for each contact made with an individual. The CRM solution should be able to organize inquiries by type and program, produce flexible reports using multiple, variable criteria, and trigger specific follow up actions, such as CRM system-generated email based on number of calendar days from specific types of contact.
8.	Page 4: "Data Storage and Organization – Product should be customizable in the backend by unique MBA program type needs in data categories. Data should be entered with both a front end "public"	Front end is contact methods on the main MBA website that allow candidates to click and submit their personal data for department review and follow up. Examples include "Request for Information" button currently found on www.mba.vt.edu

feature and a direct administration access or "back end." What do you mean by front end 'public' feature?	
9. Page 4: Mass communications - Is this for applicants/accepted students or for recruiting as well?	The department will use the system to track all parts of the prospective student population, including prospects, applicants, and admitted students. All inquiries are part of the recruiting cycle, and the proposed system will track and communicate with all prospects. The type of communication is based on multiple criteria specific to the individual prospect. Hence the importance of being able to run reports based on changing criteria.
10. Page 7: Cross-Media Communication: Describe products communication capabilities for email, direct mailing, chat, scheduling etc. Can you provide more detail regarding requirements for direct mail and chat channels?	The direct mail feature must provide easy to export mail data/mail merge for office uses in email, brochure mailing campaigns, and other printed materials. The system must track what each prospect receives and when any form of communication takes place. The department is flexible regarding chat functions.
11. Page 7: Can you confirm data Integration with Banner (Virginia Tech SIS) will have two components - for accepted MBA students (presumably fed to Banner) but probably also for former VTech undergraduates applying to B-school.	The department desires capability for future Banner integration for admitted students and for former VT students who apply. Contractors and the proposed CRM system will not have direct access to the Banner system.
12. Please clarify RFP page 6, Section VII, Subsection B-4-I, which asks for references of customers having similar statewide contracts, if applicable.	This item requests that Offerors who hold similar state-wide contract awards (any state) please include reference contact information (institution, individual name, phone, email) for those contracts. If the Offeror has no state-wide contracts, please skip this item.