Questions and Answers:

- Does your budget reflect travel & expenses or is that considered separate?
  - Reasonable, pre-approved travel expenses will be reimbursed and all travel is required to adhere to ASU’s Travel Policy.

- What level of knowledge/expertise of Salesforce are you looking for in the selected consultant?
  - Working knowledge of Salesforce is preferred. The consultants will not be asked to do any configuration or development work as that would be included in future phases. However, we would expect that any recommendations are vetted properly and would be the best outcomes for ASU in the future (attainable, affordable, long lasting, secure, etc). This would mean an understanding of the tools and their capabilities.

- In addendum 1, there was acknowledgement that EMH is in the process of developing the next major site enhancements. What site is being enhanced? asu.edu or other microsites?
  - ASU is optimizing its current Web Standards. This includes, but is not limited to, becoming more mobile friendly, identifying content parameters, and enabling more customization/personalization. These will benefit all of the sites in the ASU ecosystem, asu.edu and its microsites.

- Are you more focused on acquisition or retention? (I.E. acquiring older alumni and/or retaining engagement with existing alumni).
  - Acquisition and retention of an alumnus are not applicable. An alumnus is, by definition, a previously acquired student and we believe anyone who has engaged with our educational enterprise is a “member for life.” We are focused on improving current perceptions of key brand attributes as well as getting or keeping more of our alumni involved in some level with the university. We track over 25 participation activities/behaviors in our database and conduct a quarterly brand tracker to monitor brand strength.

- What is the metric most responsible for overall growth?
  - As previously answered, we expect to see growth in all metrics related to effectiveness of our digital communications and marketing channels, growth in alumni involvement with the university and affinity to the brand. The Hub has
specific growth metrics for each of these and extensive insights into drivers, which will be shared as part of discovery.

- Where in your map are there gaps in technologies? Do you have documented goals or capabilities, but do not have tools that can support these needs?
  - This is part of the RFP, to identify where we have gaps in technology or skills managing those technologies.

- Is your marketing tech capability overlap intentional or a result of a centralization process?
  - It is a result of a decentralized process that supports many different units. There are technologies that we consider enterprise wide for the entire university and others that are unit level. The project will help define what tech should be enterprise, why, and how to support as well as what tech should be unit specific.

- Do you already have a documented governance process or a governance steering committee?
  - For marketing cloud, we do. For other technologies, we do not. We expect the consultant will assist us identifying the best approach(es) to governance given our organizational structure.

- Do you expect Tealium to interact or connect to your current MDM?
  - We are in the very early exploration phase and therefore have no expectations relative to this technology. Further exploration is on hold pending the outcome of the digital transformation project.

- Do you own/manage all the tools in the provided tech stack diagram or is that a shared task with IT?
  - The items in the black boxes on the diagram are owned and managed by our IT organization.

- How is this project related (or not related) to Constituent360 work?
  - We are in the process of unifying data and we expect this project will examine and build upon those efforts.

- Can we get examples of the “annoying communications” ASU is looking to eliminate?
  - Examples of communication will be shared with the selected consultant during the discovery phase.

- What are the Family of Brands at ASU?
  - Extensive information about ASU is available on asu.edu.

- What is the measure of success - how do we work toward building a long-term relationship with ASU EMH?
  - As previously answered, in addition to effectiveness metrics detailed above, success will also include uncovering and developing solutions that will improve our practices and processes that lead to better utilization and integration of technologies.

- Are attachments permitted in our response? (Header for Appendix B)
  - The responses to the questions in Appendix B should be under 150 words and entered in the form or embedded in the document. Backup material to these answers can be attached. All answers should be entered in the form or embedded, if there is additional backup materials they can be attached but responses will still need to be in the form.