• What are the historical budget investments for similar programs at UVA or OUA for both agency labor and for media spend? We haven’t really worked with many agencies. Most of our efforts are homegrown. We did hire an agency to develop a communication plan for prospective engineers that we spent $100,000 over two years on.

• Page 4 of the RFP indicates that OUA communicates with African American student who meet search parameters. What are those search parameters? We purchase names from the College Board. The parameters are SAT range: 500-800 in each section. GPA: B- to A+

• How does OUA currently measure the number of African American students engaged prior to the Application deadline. What metric indicates engagement? We consider an inquiry as someone who has expressed interest in the University by filling out an online form. Some will find this form on their own or pick up an inquiry card with instructions on how to join our mailing list, others might complete it while registering for a visit.

• How does OUA currently measure the number of African American students visiting Grounds? Students register online to schedule a visit and we ask for race information (optional). We can then report out of our database.

• Does the university have an existing branding or messaging strategy for this group? Nothing formal beyond our admission recruitment efforts.

• Does the scope of this engagement include branding, messaging and creative services? I don’t think we need branding assistance. Possibly messaging and creative services.

• What other marketing activities is OUA engaging in now? Do you have another agency working on outreach as a whole for the University or for OUA in generally? We mostly develop our own content.
The University contracted with 160over90 on a branding initiative recently and they helped us develop some new print material for prospective students and parents.

- What is your current total African American enrollment now? Getting from Institutional Research
- What is your current first year African American enrollment now? 244
- What are your enrollment goals for African American undergraduate students? What is the time period over which you are looking to achieve those numbers? We do not have any firm targets. We would like to see the numbers increase over the course of 2 years.
- How does the OUA work with the office of African-American affairs? They hold a family reception for AA Admitted students during the Days on the Lawn that coordinates with Spring Fling weekend which is our specific weekend geared towards AA admitted students.
- Are there any existing efforts to target parents and other centers of influence? If so, what do these efforts entail? Not beyond the admitted student parent piece we mail to admitted students. The Outreach office sends a letter to admitted AA students from a parent of a current student/ At the beginning of summer we send a junior letter to parents encouraging them to come and visit during the summer and “mark the date” for our fall open houses.
- What are the approximate percentages of students you need to recruit from Virginia vs. outside of Virginia? Our normal residency balance in the first-year class is 68% Virginian and 32% non-resident. That can vary from year to year. But generally in this range.
- What locations are most of your African American enrollments coming from historically? East Coast
- What is your current recruitment process? For instance, is there a dedicated recruiter for different student segments? What is the “sales” process? How are prospective student “leads” identified, qualified, and processed? Our admission professionals have territories or regions which is tied mostly to our application review process and less about recruitment. We have an Outreach team of 4 professional staff member who are dedicated to recruiting and enrolling underrepresented minorities.