# Addendum 1

**Q&A:**

• Based on your enrolled student body for your priority program can you provide details on target geographies (eg: where are your students coming from?)

Most of our students come from Virginia.  We seek to expand our student catchment area beyond our current catchment area.

  • For digital marketing – is there any direction you can provide in terms of prioritization of programs outlined in the RFP?

Page 6 of the RFP outlines our recruitment prioritization for the next three years.

• Are there any digital marketing components that you are currently running? If so, what is working well for you? What has worked well for you in the past?

Over the past two years, EVMS has employed a variety of digital strategies with varying degrees of success. These strategies include Facebook, Instagram, and LinkedIn advertising; geofencing; retargeting; digital display; custom audience targeting; Google keywords; and native ads.

• What is your current CMS?

Our website CMS is TerminalFour.   Currently, implementing CampusNexus (CRM) and expect to go live in January.

• What is the budget for this project?

Please submit a budget that is representative of the services needed to fulfill and achieve the outcome of the RFP.

• What feeder businesses (eg: hospitals), and schools (eg: community colleges) do you draw from?

The feeder businesses and schools vary by program.

 • Can you please provide any demographic data on your audiences? Also, if multiple audiences, can you please prioritize?

The audience and demographic data vary by program.

• What is your current inquiry pool size?

The inquiry pool varies by program