RFP2020-02 Student Messaging Platform Services

Answers to Questions submitted by potential Offerors

1. What student groups and populations are you trying to impact?

Northern is looking to impact enrollment and retention of current and prospective students. Populations include first-time-any-college students, transfer students, non-traditional students, dual-credit students, and continuing students pursuing a certificate, two-year, or four year degree at Northern New Mexico College. Most of the student population is also low-income and first-generation college-going.

2. Do you want to use this tool for both Perspective and Current Students?

Yes, Northern plans to use this communication tool to reach both prospective and current students.

3. Do you currently have a solution in place for student communication?

Currently, Northern New Mexico College utilizes campus email, our website, social media, one-way text message alerts, and flyers posted on-campus to communicate with students. We do not have a tool for two-way text communication.

4. If so, what type of communication do you currently utilize?

Please see the response to Question #3 above.

5. Do you currently have a communication strategy or plan?

Northern's Office of Communications and Marketing, in conjunction with the Strategic Enrollment Management (SEM) group, oversees communication strategy and has established processes to drive communication in line with the College's Strategic Direction.

6. What are your goals with AI?

Northern seeks to use AI to maintain a database of frequently asked questions and automated responses for students. Northern also seeks to use AI to send out personalized and targeted messages including data fields to large groups of students.

7. Are you only looking for texting, or do you want to deploy a web bot?

Northern is only looking to obtain a two-way texting platform at this time.

8. What is your process around answering students questions and needs?

Currently, each student services office maintains its own process around answering student questions and needs. The Strategic Enrollment Management group and the Communications and Marketing Office are exploring options for centralizing student communications, for which the two-way texting tool would be key.

9. How much time is spent answering questions or communicating with students?

No survey has been issued to obtain quantifiable data about the amount of time all internal offices spend answering questions and communicating with students. However, anecdotally, staff have indicated the inefficiency and time-intensive nature of current communication practices.

10. Do you have to hire additional staff or students to staff up during peak periods?

The College does not currently have the capacity to hire additional staff or students to increase coverage during peak periods such as registration, and instead relies upon increased workload of existing staff and volunteer labor. The two-way text communication tool will be managed and overseen by a single office, Communications and Marketing.

11. Do you offer extended hours during peak times?

The College does offer extended service hours for key services during peak times such as registration and enrollment deadlines.

12. Do you have an automated way to engage with students?

The College does not currently have an automated way to engage with students.