Answers to Questions Received by March 8, 2024

- **Is there a cost to the student for this program?**
  Yes. Tuition costs can be found here: Tuition & Fees | College of Western Idaho (cwi.edu) Fees can vary by class, here is a comprehensive list https://cwi.edu/file/2023-2024-special-course-fees-scf look for AMET courses.

- **Are they paid as they go through the program?**
  No.

- **Is the program during the day (40 hours a week)? just nights/weekends?**
  There are two options to choose from, a day program and an evening program. Students can expect to be in the classroom or doing homework about 30 hours a week. Preview class schedules here

- **Opportunity for Internships, while students are enrolled in the program?**
  Yes, but none that are guaranteed. One example: Micron offers apprenticeships to select a number of students, approximately 10 per semester through a competitive application process. Apprentices become employees of Micron and are paid for on the job training at Micron and for their time in CWI classes. They also have their tuition/fees paid for by Micron.

- **Is the student is responsible for paying tuition? If so what is it?**
  Yes. Tuition costs can be found here: Tuition & Fees | College of Western Idaho (cwi.edu) Fees can vary by class, here is a comprehensive list https://cwi.edu/file/2023-2024-special-course-fees-scf look for AMET courses.

- **Is there a reimbursement program if they are hired on by Micron? Any internship or apprenticeship opportunities?**
  Yes there are internship and apprenticeship opportunities, but none that are guaranteed. One example: Micron offers apprenticeships to select a number of students, approximately 10 per semester through a competitive application process. Apprentices become employees of Micron and are paid for on the job training at Micron and for their time in CWI classes. They also have their tuition/fees paid for by Micron.

- **Is the goal for the vendor to both generate the leads and nurture the leads using the CWI CRM tools like email and SMS?**
  The goal is for the vendor to operate independent of our internal systems.

- **Will the selected vendor use your CRM system?**
  No

- **Will the selected vendor need to use their own CRM system?**
  Not a requirement that vendor has its own CRM. However, the vendor must be able to track and report on progress towards quarterly goals and provide individual level data.

- **Will the college provide the content for this messaging (after the lead generation?)**
  Yes, we will provide content that can be adapted, as needed.

- **What CRM does CWI leverage?**
  We are in the very early implementation stages of utilizing Element451.

- **Click through rates: of the people who find CWI in search results, what % of those people click to visit your site?**
  See attached data reports.
  (data reports also uploaded on website, please email danielreines@cwi.edu for PDF copies if needed).

- **Inquiry rates: New users visit the CWI website each month. What % of those visits produce an inquiry?**
  In one year, we can track from Google Analytics that we had 41 users click on "Apply" and 42 click on "Request Information"

- **App rates: Some who ask about programs at CWI will apply. What is the overall average % of people that inquired who also proceeded to apply? (applications can be in in any state of completion)**
  CWI receives roughly 9,000 applications per year for formal admittance to the College. This is in addition to courses being taken as stand-alone or non-admitted classes which make up a significant portion of CWI's total student headcount. Many of those applications come from traditional channels such as high schools, while a smaller number come from direct Inquiry on the website, by phone, or in person.

- **Are students more likely to submit an inquiry before applying or go straight to starting an application?**
  Unknown. KNOWN: In 2022, we had 62 inquiries from our "Request Information" page for Mechatronics. 34 completed or started applications. In 2023, we had 207 inquiries; 103 completed or started applications.

- **Enroll Rates: Of the people who inquired, what % of them choose to enroll at CWI?**
  We are not currently able to answer that question, but are in the process of establishing those reports.

- **After an agency wins the RFP to support Spring and Fall 2024, what month are paid media flights expected to go live?**
  This can be negotiated during the contract process, but all deadlines should be aligned with the academic calendar (deadlines to apply, class start dates) College of Western Idaho < 2024-2025 Academic Calendar (cwi.edu). CWI has existing assets that will be provided; some additional assets may need to be developed using our brand standards.

- **What is the average amount of time that passes (count of weeks or month) from the time someone inquiries about an associate degree program to when they've enrolled in the program?**
  This is not a report we currently have available.

- **What months before enrollment deadlines do inquiries for that enrollment the heaviest/dominant? For example, if an enrollment deadline is May 1st for a Summer Start**

Date, inquiries heaviest 5 months earlier in January, or are inquiries heaviest two months prior to the start date in March and April?
From data from our Mechatronics "Request for Information" forms, we can see a spike in inquiries in Nov -Dec 2022, March 2023, August 2023, Oct-Nov 2023. These may have coincided with media releases on Micron's expansion and CWI getting grant to expand Mechatronics program. Our data for all of CWI indicates 36% of students wait to register for classes until the last two weeks before classes start.

- **Is there a specific manner that CWI would like pricing provided in RFP responses?**
  No specific format is required; quarterly pricing encouraged.