

# Request for Information

Market Research for Online Degree Programs

INDIANA STATE UNIVERSITY

March 3, 2015

**Background:**

Indiana State University is a public doctoral/research university with a student body of over 13000. The university offers 39 online degree programs from the bachelor to doctorate level and numerous certificates. We enroll approximately 2000 students exclusively in online programs. Indiana State University is expanding its online programming with a goal of enrolling 4000 students in online programs by 2020. This will require growing new student starts from approximately 750/year to 2000/year.

Presently Indiana State University offers the following degree programs:

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| <b>Bachelor</b>   |
| Accounting B.S.   |
| ACE (Adult Career Education) Bachelor Degree Completion B.S.  |
| Business Administration B.S                                   |
| Construction Management B.S                                   |
| Criminology and Criminal Justice B.S                          |
| Electronics Engineering Technology B.S.                       |
| General Studies B.S.  |
| Health Services B.A.S.  |
| Human Resource Development B.S.                               |
| Insurance and Risk Management B.S.                            |
| Marketing B.S.  |
| Mechanical Engineering Technology B.S.                        |
| Nursing LPN/LVN to BS B.S.                                    |
| Nursing RN to BS B.S.   |
| Technology Management B.S.                                    |
| Technology B.A.S.   |
| <b>Master</b>   |
| Criminology and Criminal Justice M.A., M.S.                   |
| Electronics and Computer Technology M.S.                      |
| Elementary Education M.Ed.                                    |
| Health Sciences (Public Health) M.S.                          |
| History M.A.,M.S.   |
| Human Resource Development M.S.                               |
| Nursing (Family Nurse Practitioner) M.S.                      |
| Nursing (Nursing Administration) M.S.                         |
| Nursing (Nursing Education) M.S.                              |
| Occupational Safety Management M.A.,M.S.                      |
| Public Administration M.P.A.                                  |
| School Administration and Supervision M.Ed.                   |
| Special Education M.S.  |
| Sport Management M.S.   |
| Student Affairs and Higher Education M.S.                     |
| Technology Management M.S.                                    |
| <b>Doctoral and Educational Specialists</b>                   |
| Educational Administration: Higher Education Leadership Ph.D. |
| Educational Administration: School Administration Ph.D.       |
| Nursing, Doctor of Nursing Practice                           |
| School Administration Ed.S.                                   |
| Technology Management Ph.D.                                   |

Currently, Indiana State University provides all of our recruiting, enrollment management, student services, technical support, etc., organically with our own employees. Because of the magnitude of our proposed growth we are exploring the possibility of joining with an outside partner to provide some or all of the services needed to support the increased online student body.

Services Needed:

One area of need is providing market research to guide our advertising and promotion efforts, discover unmet market needs, quantify the size of the potential market for specific programs, and assess potential students' views of Indiana State University. While we do have a small number of degree programs with national potential, most of our programs will be marketed regionally within Indiana and the contiguous states. We are interested in suppliers who can provide primary research, secondary research or both. Interested suppliers should provide the following information:

1. Types of market research performed to include general methodologies.
2. Qualifications: A brief synopsis of your qualifications, time in business, staff profile, client list, etc.
3. What discovery process you typically use with a new client to scope the needs and project.
4. General pricing model: We are not seeking specific pricing rather your method of pricing.
6. References: Please provide contact information for current or former clients we may contact.

Communications: Please forward all questions and submittals electronically to [Beth.Loudermilk@indstate.edu](mailto:Beth.Loudermilk@indstate.edu)

Due date: Replies will be accepted anytime but review of possible partners will begin 01 April 2015.

