



جامعة الملك عبد الله
للعلوم والتقنية
King Abdullah University of
Science and Technology

International
Office

Request for Information (RFI)





Introduction

King Abdullah University of Science and Technology (KAUST) is issuing this Request for Information (RFI) to establish a KAUST contract with an international-based marketing/advertising agency to develop and implement our international student recruitment digital marketing campaign led by the International Office at KAUST.



KAUST Overview

Established in 2009, King Abdullah University of Science and Technology (KAUST) is a graduate-level international research university located on the shores of the Red Sea, North of Jeddah.

With a mission to be a catalyst for innovation, economic development and social prosperity in both Saudi Arabia and around the world, KAUST is dedicated to advancing science and technology through interdisciplinary research, education and innovation.

Ranked # 1 in the World for Citations per Faculty in the QS World University Rankings, KAUST provides a learning environment integrated with research, and attracts top international faculty and students from across the globe all focused on finding solutions to problems in areas related to water, food, energy, and the environment. KAUST offers postgraduate degrees in 16 programs (M.S. and Ph.D.) Admission to KAUST is merit based and the language of instruction is English.

KAUST welcomes an international community of more than 7,000 residents from over 100 countries, which includes 1100 students that make up our diverse student population and have graduated 1900 alumni.



We offer a competitive package to the world's best students



The KAUST Fellowship

- Full tuition
- Annual living allowance (\$20,000-\$30,000)
- Free Housing
- Free Medical and Dental coverage
- Relocation support (pre and post-graduation)
- Free schools and daycare
- Annual flight home

International Office

Our **Mission**



Recruitment of
international students from



Targeted markets to study
at KAUST



“ We support faculty and Divisions to achieve their recruitment objectives and we facilitate strategic recruitment of international students. ”





International Office

Our Role

We **lead** and **support** the **strategic recruitment** of **international students** through:



Research internships
to highlight the
student experience



Formal relationships
and agreements with
other Universities



Promoting KAUST to
students and
stakeholders



Engaging with
prospective students



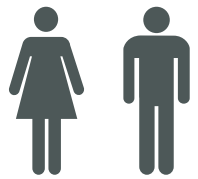
Overview

The services sought will leverage the agencies' expertise in marketing and international recruitment in higher education and STEM (Science, Technology, Engineering and Mathematics) programs through a global network of collaborators and using market specific knowledge and understanding of academic and recruitment cycles to achieve the optimal results.

The agency will develop creative concept, strategic media plan and implement the digital marketing campaign to support the recruitment of international students from specific target regions.



KAUST Target Market Demographics



AGE:
20 – 30 years

Markets:

North America

Europe

South America

Australia/NZ

China/Taiwan/Hong Kong





KAUST Target Market Characteristics

- ✓ STEM Students in later years of Bachelor degree
- ✓ STEM Students in all levels of Master's Degree
- ✓ Top academic performers
- ✓ Research minded and inquisitive
- ✓ Open minded
- ✓ Entrepreneurial
- ✓ Adventurers
- ✓ Seeking financial support





Our Current Digital Assets

- ✓ KAUST Social Media Channels
- ✓ KAUST Website
- ✓ Visiting Student Research Program (VSRP) Web Page: vsrp.kaust.edu.sa
- ✓ Admissions Web Page: admissions.kaust.edu.sa
- ✓ Hakeem the KAUST Chat Bot (currently on VSRP and admissions website)
- ✓ Gecko Engage Forms
- ✓ Automated Communications Strategy



How our office leads **ISR**



Student Recruitment

Direct outreach to prospective students through in person and online activities. In partnership with Division recruiters, we develop plans to support faculty recruitment trips and other outreach activities.



Recruitment Marketing

Engaging marketing outreach on KAUST social media channels and other online platforms in targeted regions to increase student awareness of KAUST academic programs and encourage ongoing engagement and applications to KAUST.



Recruitment Agreements

Structured Partnerships with International Universities to increase the number of qualified prospective students for internships and academic programs.



Conferences and University Delegation Visits

Hosting International University Delegations at KAUST to facilitate the advancement of recruitment agreements. Organizing KAUST Faculty Delegation visits to International Universities for student outreach.



Recruitment Programs

Signature University programs to attract international students from strategic regions to experience KAUST and support recruitment.



CAMPAIGN OBJECTIVES





Objective

ACQUISITION

- Acquire new applications and leads
- Maintain the quality of applications and leads
- Maintain cost efficiency on lead registration and acquisition and improve performance

ENGAGEMENT

- Educate prospective students on KAUST
- Increase and sustain application rate
- Encourage application completions
- Spark curiosity

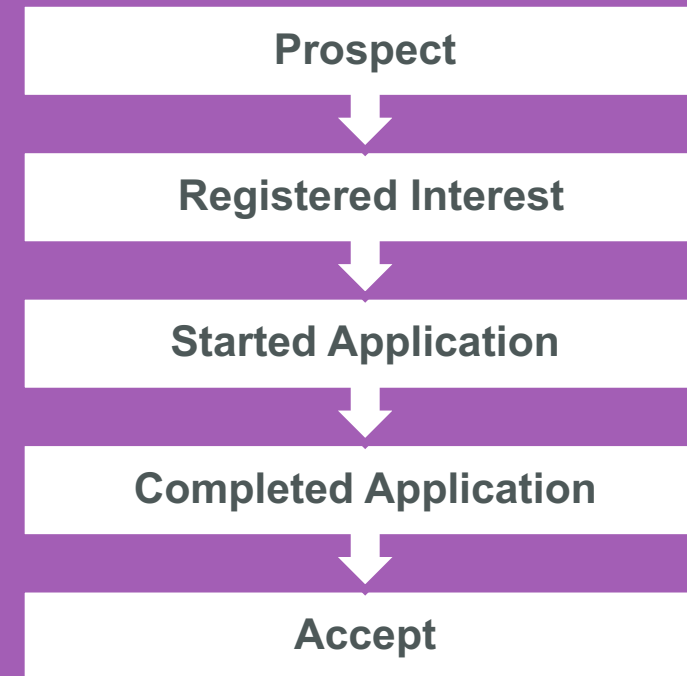


Objective

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Digital Student Recruitment Lifecycle





Objective

ENGAGEMENT

- Educate prospective students on KAUST
- Increase and sustain lead registration and application rate from targeted markets
- Encourage applications completions
- Spark curiosity and increase awareness

Definition of Lead Registrations:

- *Registered students on digital form*

Definition of Quality lead/ Application

- *Student meets demographic target and meets requirements of KAUST*

Definition of Application

- *Have started application*

Definition of Submitted Application

- *Complete the application process*

Definition of Accepted Application

- *Student successfully offered a position at KAUST*



DELIVERABLES AND TIMELINE





RFI Submission Requirements

STRATEGY

Participants are expected to deliver comprehensive paid media strategy for every objective based on insight and audience behavior

MEDIA MIX

Participants are expected to suggest best media combination to achieve all objective, with the consideration on cost efficiency and towards measured KPI

BUDGET PROPOSAL

Participants are expected to deliver budget proposal to execute the plan including fee structure.

CAMPAIGN IDEA

Participants are expected to suggest activity/partnership to support each objective

YOUR TEAM/ AGENCY

Participants are expected to present the needed team structure to help KAUST International Office achieve the objective, outlining the expertise of each team member and company

SEO/ASO STRATEGY

Participants are expected to deliver budget SEO strategy and recommendations to improve KAUST'S current assets



TIME FRAME

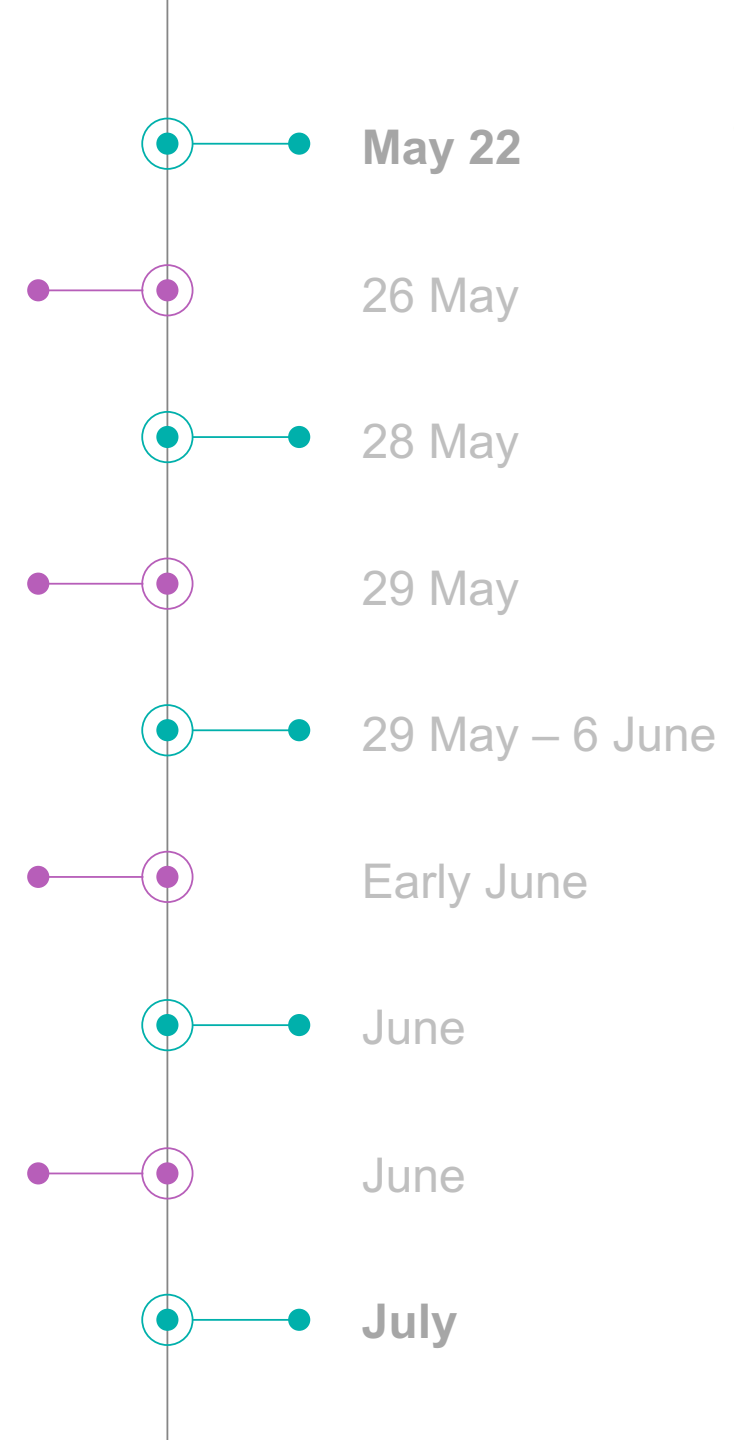




Time Frame

- RFI Invitation: 22 May
- RFI Technical Question Submission: 26 May 23:59 (KSA Time)
- RFI Technical Question Response: 28 May
- RFI Submission: 29 May 23:59 (KSA Time)
- RFI Review and Shortlisting: 29 May – 6 June
- *RFP Sent: Early June
- *RFP Submission: June
- *RFP review and Pitch invitation: June
- *SELECTION: July

* Subject to change





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international.office@kaust.edu.sa



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THANK YOU

