

Marketing, Enrollment and Other Services - Anthology

Last Modified on 12/31/2023 1:13 pm EST

Solution: Marketing, Enrollment and Other Services

Provider: [Anthology](#)

Professional services designed to boost revenue by attracting new students. Services include research and market analysis, lead generation and nurturing campaigns, and dedicated enrollment services to engage with prospects throughout the process. Other support services also included.

Typical Use Cases

- An institution wishes to boost general enrollment figures
- An institution needs dedicated marketing and enrollment support when launching a new program
- An institution needs additional resources in marketing a program in an especially competitive marketplace
- An institution wishes to create more awareness and enrollment in a new effort such as online learning

Services Available Under this Contract

- LMS Tool – Anthology Ally
- Anthology Ally for Web
- Anthology Ally Remote Training
- Anthology E-Learning Accessibility Plan
- Learn LMS Storage
- [Anthology Help Desk](#) (Awarded under a separate procurement)
- Anthology One Stop
- Anthology Chatbot
- Anthology Program Viability
- Anthology Competitive Analysis
- Anthology Audience Segmentation
- Anthology Marketing Management
- Anthology Enrollment Campaigns
- Anthology Lead Conversion
- Anthology Application Management

See Service Descriptions further below.

To Inquire

For more information, contact: info@njedge.net

Method of Procurement

- Competitive procurement (RFP) under [EdgeMarket](#)

Bid, Award and Contract Documents

- [Bid and Award Documents](#)
- [Access EdgeMarket Contracts](#) (A Member-Only login is required to access contracts. Learn how to [create one](#).)

If you do not have a Member-Only login and wish to see the contract documents, contact: info@njudge.net

EdgeMarket Contract Identification Number (ECIN)

The ECIN for this contract is: **269EMCPS-21032301-EM-ANT**

When you utilize this agreement:

- Please be sure to include the ECIN all purchase orders for goods or services purchased pursuant to this contract vehicle, and ensure that the vendor include the ECIN on relevant invoices.
- Please complete the [EdgeMarket: Notice of Use of EdgeMarket Agreement](#) form.

Return to Solution Category

[Enrollment, Marketing and Other Support Services \(EMOSS\) \(2023\)](#)

Service Descriptions

LMS Tool – Anthology Ally

Anthology Ally helps build inclusive environments and makes digital content more accessible for all, working seamlessly across any Learning Management System (LMS). Anthology Ally for Learning Management Systems (LMS) provides institutions with a set of holistic capabilities to make digital course content more accessible. Proactively address accessibility barriers to create more equitable opportunities and learning environments for all—and drive learner, educator, and institutional success

Anthology Ally for Web

Anthology Ally helps build inclusive environments and makes digital content more accessible for all, working seamlessly across any public-facing website. Anthology Ally for websites helps organizations improve website usability by making it quick and easy for visitors to find the information they need and enabling content editors to improve accessibility, which leads to better user experiences and fulfills legal requirements.

Anthology Ally Remote Training

Remote training on best practices in utilizing Anthology Ally to increase efficiencies and effectiveness and an institution for any Learning Management System (LMS)

Anthology E-Learning Accessibility Plan

E-Learning Accessibility plan for an institution

Learn LMS Storage

Additional storage options (by Tb) for institutional Blackboard Learn LMS storage

Anthology Help Desk (Awarded under a separate procurement)

[Anthology Help Desk](#) provides 24/7/365 multi-modal support, including phone, chat, text and more to increase

institutional efficiencies and support faculty, staff and students with technology questions and support. Integration capabilities with institutional tech stacks.

Anthology One Stop

Anthology One Stop provides 24/7/365 wraparound student support that is tailored to the modern learner: proactive, powered by data and available 24/7. Complementing existing institutional support teams to quickly address learner issues and improve student satisfaction and retention.

Anthology Chatbot

The Chatbot provides learners and staff with answer to common questions that are customizable to the institution and improves the overall online experience.

Anthology Program Viability

Low: Ranking of existing programs against whitespace programs (programs currently offered in the marketplace). Includes 2 quadrants for programs analysis and recommendations for potential future program development with dashboards for 5 top programs. Program dashboard for program and concentrations will summarize a combination of conferral and workforce trends, potential employer partners, competitive research, and supply/demand ranking. Final report accompanied by go-to-market recommendations.

Medium: Ranking of existing programs against whitespace programs (programs currently offered in the marketplace). Includes 2 quadrants for programs analysis and recommendations for potential future program development with dashboards for up to 10 top programs. Program dashboard for program and concentrations will summarize a combination of conferral and workforce trends, potential employer partners, competitive research, and supply/demand ranking. Final report accompanied by go-to-market recommendations.

High: Ranking of existing programs against whitespace programs (programs currently offered in the marketplace). Includes 2 quadrants for programs analysis and recommendations for potential future program development with dashboards for up to 15 top programs. Program dashboard for program and concentrations will summarize a combination of conferral and workforce trends, potential employer partners, competitive research, and supply/demand ranking. Final report accompanied by go-to-market recommendations.

Anthology Competitive Analysis

Low: Competitive highlights for up to three competitors looking generally across a portfolio of programs or a single program. Includes tuition, programs, positioning, and marketing insights along with preliminary recommendations.

Medium: Competitive highlights for up to five competitors looking generally across a portfolio of programs or a single program. Includes tuition, programs, positioning, and marketing insights along with preliminary recommendations.

High: Competitive highlights for up to seven competitors looking generally across a portfolio of programs or a single program. Includes tuition, programs, positioning, and marketing insights along with preliminary recommendations.

Anthology Audience Segmentation

Low: Audience Segmentation report including up to 3 target segments covering demographics and psychographic attributes by group, suggested positioning and messaging, as well as heat maps by desired geography.

Medium: Audience Segmentation report including up to 5 target segments covering demographics and psychographic attributes by group, suggested positioning and messaging, as well as heat maps by desired geography.

High: Audience Segmentation report including up to 8 target segments covering demographics and psychographic attributes by group, suggested positioning and messaging, as well as heat maps by desired geography.

Anthology Marketing Management

Monthly Marketing fees includes all services required to manage and optimize Enrollment Marketing investments, including media setup and campaign launch, Campaign creative planning and theme, Built-in tracking tools, SEO health assessment, Monthly reporting, trafficking and optimization, Creative Design (8-page microsite, digital display ads, digital ad copywriting for google AdWords and display ads,). NOTE that Marketing spend is separate and not included in monthly fees.

Anthology Enrollment Campaigns

Anthology Enrollment Campaigns provide scalable outreach at critical points of the learner journey at an institution. Campaigns range in topic and scale. Example campaigns include, student stopouts, financial aid utilization, payment reminders, registration reminders, etc.

Anthology Lead Conversion

Anthology Enrollment Management, Lead Conversion, works to ensure that all institutional inquiries receive timely outreach to increase overall enrollment conversion at the top of the enrollment funnel through a team of dedicated coaches and personalized outreach and technology.

Anthology Application Management

Application Management ensures that, once an applicant has started the institutional application, they receive personalized and timely outreach to continue momentum through the application process to enrollment. A dedicated team of coaches work with identified applicants to increase yield and enrollment conversions on behalf of the institution.