EEGO Paid Digital Marketing Partner

Extended Education and Global Outreach division is seeking a partner to help manage and enhance our paid digital advertising efforts as we seek to grow enrollments in our programs.

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Contacts

Crystal Jenkins
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Phone +1 661-654-3187

Commodity Codes
None Added
UNIVERSITY BACKGROUND

CSU Background

The California State University (CSU) is the largest system of higher education in the nation, the most diverse, and one of the most affordable university systems in the country, with 450,000 students and 47,000 faculty and staff across twenty-three campuses. The CSU is committed to advancing knowledge, learning, and preparing its students to contribute to California’s schools, economy, culture and future. CSU is comprised of 23 campuses, including CSU Bakersfield.

University Description

Centrally located on 376-acres in the southern San Joaquin Valley, CSUB is a continuously growing comprehensive regional university that has been committed to excellence in academia, diversity, service, and community engagement since its founding in 1965. CSUB has over 11,600 students, nearly 1,800 employees and approximately 56,000 alumni. CSUB offers undergraduate, graduate, post-graduate and credential programs, and CSUB’s Extended University serves the community by offering additional professional certificate and degree programs. For more information about CSUB, please visit www.csub.edu.

Extended Education and Global Outreach

CSU Bakersfield (CSUB) Extended Education primarily serves the adult learner. We offer online and in-person bachelor’s and master’s degree programs, academic certificates, professional certificates, online training, and more. We also support the CSUB main campus population through our special sessions – Summer and Winter – as well as previously disqualified students and the greater community through Open University.

Purpose and Overview

California State University, Bakersfield, hereby referred to as CSUB, Extended Education and Global Outreach division, hereby referred to as EEGO, is seeking a partner to help manage and enhance our paid digital advertising efforts as we seek to grow enrollments in our programs. The awarded vendor will be responsible for creating digital campaigns on various platforms as well as creating the content for campaigns under the direction of EEGO.

Prospective Proposers are hereby notified that the competitive process utilized to obtain an agreement may be used by other California State University campuses, including the Chancellor’s Office of the California State University, the University of California and its campuses, or any California Community College District, (collectively “Other Campuses”) to the extent this competitive process meets their administrative requirements.