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June 2, 2020

Mr. Craig Cornell
Vice President for Enrollment Management
Radford University
801 E Main Street
Radford, VA 24142

Program Order Form: *Undergraduate Enrollment Services, Financial Aid Services, and Enrollment Management Forum*

EAB Global, Inc. (“EAB” or “we”) appreciates the opportunity to work with Radford University (“Organization” or “you”) in the Undergraduate Enrollment Services, Financial Aid Services, and Enrollment Management Forum (the “Programs”) pursuant to the terms and conditions set forth in this Program Order Form.

I. Terms of Coverage

The following educational facilities will have access to the Programs services, which are described in greater detail in the “Scope of Services” attached to and a part of this Program Order Form:

Radford University

The terms of the Programs are outlined in the table below (each a “Program Term” and each year therein, a “Year”), provided that the parties may begin planning and preparing for the Programs as of the execution of this Program Order Form:

	Start Date	End Date
Undergraduate Enrollment Services*	July 1, 2020	June 30, 2022
Financial Aid Services**	August 1, 2020	July 31, 2022
Enrollment Management Forum	July 1, 2020	June 30, 2022

*For Undergraduate Enrollment Services, a “Year” shall mean the period from July 1 – June 30, or any portion thereof. All deploying campaigns will start upon first launch, which may occur prior to the Start Date listed above

**For Financial Aid Services, a “Year” shall mean the period from August 1 – July 31, or any portion thereof. All campaigns will begin August 1 and end as of July 31, with the exception of Net Price Calculator, which will begin July 1 and end June 30.

II. Financial Terms

EAB is pleased to provide the Programs for the following fees:

Program Fee Summary

FY 2021					
Program	Quantity	Cost	Additional Program S/M	Additional Postage S/M	Additional Media S/M
<u>INQUIRY GENERATION</u>					
Year-Round Search	132,000				
<i>List Source Names Contacted</i>	132,000		\$1,358	\$191	\$81
<i>Student Responders Fulfilled (30-Day Fulfillment: (e-only))</i>	15,500		\$6,037		
<i>Total</i>		\$304,410			
<u>APPLICATION GENERATION</u>					
EAB Custom Application Marketing	101,000				
<i>Inquiry Pool</i>	23,000		\$6,683	\$409	\$54
<i>Senior Search New Names</i>	48,000		\$2,518	\$191	\$54
<i>Previously Purchased Names (e-only)</i>	30,000		\$956		\$54
<i>Total</i>		\$431,220			
<u>YIELD OPTIMIZATION</u>					
Yield IQ	All Admits	\$74,160			\$193
Financial Aid Optimization - Freshman		\$71,640			
<i>Total</i>		\$145,800			
<u>ENROLLMENT MANAGEMENT FORUM</u>					
		\$30,441			
Subtotal		\$911,871			
Multi-Year EAB Investment		-\$111,470			
EAB Investment in Yield		-\$104,560			
EAB Investment in EMF		-\$30,441			
Total Program Cost		\$665,400			
Postage Estimate		\$49,726			
Media Estimate		\$20,952			
List Estimate		\$100,030			

FY 2022					
Program	Quantity	Cost	Additional Program Cost/M	Additional Postage Cost/M	Additional Media Cost/M
<u>INQUIRY GENERATION</u>					
Year-Round Search	132,000				
<i>List Source Names Contacted</i>	132,000		\$1,398	\$195	\$84
<i>Student Responders Fulfilled (30-Day Fulfillment: (e-only))</i>	15,500		\$6,218		
Total		\$313,540			
<u>APPLICATION GENERATION</u>					
EAB Custom Application Marketing	101,000				
<i>Inquiry Pool</i>	23,000		\$6,726	\$417	\$56
<i>Senior Search New Names</i>	48,000		\$2,687	\$195	\$56
<i>Previously Purchased Names (e-only)</i>	30,000		\$985		\$56
Total		\$445,190			
<u>YIELD OPTIMIZATION</u>					
Yield IQ	All Admits	\$76,390			\$199
Financial Aid Optimization - Freshman		\$73,790			
Total		\$150,180			
<u>ENROLLMENT MANAGEMENT FORUM</u>					
		\$30,441			
Subtotal		\$939,351			
Multi-Year EAB Investment		-\$112,640			
EAB Investment in Yield		-\$108,940			
EAB Investment in EMF		-\$30,441			
Total Program Cost		\$687,330			
Postage Estimate		\$50,722			
Media Estimate		\$21,582			
List Estimate		\$103,031			

As Applicable for FY 2021, FY 2022 and FY 2023:

The costs in the above and below tables cover mailed launches for quantities over 1,000 or more for each launch. If Organization mails an additional launch or launches for any program, there will be an additional \$5,000 fee per launch.

Add'l Program Cost/M, Add'l Postage Cost/M, and Add'l Media Cost/M will be applied if the actual quantity volumes are higher than those included in the tables above.

The estimated postage and media costs are based on then-current available postage or media rates. In the event that actual postage and/or media costs are greater than the estimated postage and/or media costs, EAB will invoice Organization for the difference. Estimated postage and/or media costs in excess of the actual postage and/or media costs will be applied as credit to other services in the current or next Year as agreed upon by EAB and Organization, unless Organization requests a refund of such excess postage and/or media costs.

Organization will incur the estimated list costs in the above tables, which will be invoiced directly by, and should be paid directly to, the list providers.

Invoicing:

Organization shall pay the Program Fees in accordance with the following:

FY 2021

First Installment in July 2020	75% Program Costs	100% Postage	100% Media	Total Invoice
	\$499,050	\$49,726	\$20,952	\$569,728
Second Installment in January 2021	25% Program Costs			Total Invoice
	\$166,350	-	-	\$166,350

FY 2022

First Installment in July 2021	75% Program Costs	100% Postage	100% Media	Total Invoice
	\$515,498	\$50,722	\$21,582	\$587,802
Second Installment in January 2022	25% Program Costs			Total Invoice
	\$171,832	-	-	\$171,832

III. Special Provisions

The Programs preferred pricing is based on your current EAB portfolio. If you terminate or discontinue any program in your EAB portfolio during the Program Term, the annual Program fee will increase pursuant to a written amendment.

Additional Termination Provisions

Organization may elect to discontinue the Yield Optimization, Custom Application Marketing, Year Round Search, or Enrollment Management Forum Programs on the last day of Year 1 of the Program Term (the "**Early Termination Date**"). In such event, Organization must provide written notice of its intent to terminate the Yield Optimization, Custom Application Marketing, Year Round Search, or Enrollment Management Forum Programs no fewer than 90 days prior to the Early Termination Date, in which case services will cease on the Early Termination Date. Organization will not owe the annual Program fees for the Yield Optimization, Custom Application Marketing, Year Round Search, or Enrollment Management Forum Programs for the period after the Early Termination Date. Organization and EAB shall be released from their obligations under this Program Order Form with respect to the Yield Optimization, Custom Application Marketing, Year Round Search, or Enrollment Management Forum Programs as of such Early Termination Date, provided that all fees for the period prior to the Early Termination Date with respect to the Yield Optimization, Custom Application Marketing, Year Round Search, or Enrollment Management Forum Programs shall be due and owing if not previously paid. If you do not provide such notification, your enrollment in the Yield Optimization, Custom Application Marketing, Year Round Search, or Enrollment Management Forum Programs will continue in accordance with the terms of this Program Order Form.

Opt-In

Organization may elect to continue the Yield Optimization, Custom Application Marketing, Year Round Search and Enrollment Management Forum Programs for Year 3 (FY 2023) for the fees outlined below by providing written notice to EAB no later than 60 days prior to June 30, 2022 (the "**Opt-In Date**"). If you do not provide such written notification, the Yield Optimization, Custom Application Marketing, Year Round Search and Enrollment Management Forum Programs will terminate on the Opt-In Date and Organization will not owe the fees for the period after the Opt-In Date. For avoidance of doubt, under no circumstance may Organization extend its Programs beyond the final day of Year 3 pursuant to this provision.

FY 2023					
Program	Quantity	Cost	Additional Program S/M	Additional Postage S/M	Additional Media S/M
<u>INQUIRY GENERATION</u>					
Year-Round Search	132,000				
<i>List Source Names Contacted</i>	132,000		\$1,440	\$199	\$86
<i>Student Responders Fulfilled (30-Day Fulfillment: (e-only))</i>	15,500		\$6,405	\$0	
Total		\$322,950			
<u>APPLICATION GENERATION</u>					
EAB Custom Application Marketing	101,000				
<i>Inquiry Pool</i>	23,000		\$6,725	\$426	\$58
<i>Senior Search New Names</i>	48,000		\$2,859	\$199	\$58
<i>Previously Purchased Names (e-only)</i>	30,000		\$1,014		\$58
Total		\$458,200			
<u>YIELD OPTIMIZATION</u>					
Yield IQ	All Admits	\$78,690			\$205
Financial Aid Optimization - Freshman		\$76,010			
Total		\$154,700			
<u>ENROLLMENT MANAGEMENT FORUM</u>					
		\$30,441			
Subtotal		\$966,291			
Multi-Year EAB Investment		-\$113,800			
EAB Investment in EMF		-\$30,441			
Total Program Cost		\$822,050			
Postage Estimate		\$51,736			
Media Estimate		\$22,228			
List Estimate		\$106,123			

Invoicing:

In the event Organization Opts-In, Organization shall pay the FY 2023 Program Fees in accordance with the following:

FY 2023

	75% Program Costs	100% Postage	100% Media	Total Invoice
First Installment in July 2022	\$616,538	\$51,736	\$22,228	\$690,502
Second Installment in January 2023	25% Program Costs \$205,512	-	-	Total Invoice \$205,512

Invoicing and Payment: EAB shall submit a fully itemized invoice referencing contract # LU214-20-008 and the Radford University purchase order number. Payment will be made thirty days after receipt of proper invoice for the amount of payment due, or thirty days after receipt of goods/services, whichever is the later, in accordance with the Commonwealth of Virginia Prompt Payment Act. Mail or Email invoice(s) to:

RADFORD UNIVERSITY
ACCOUNTS PAYABLE

POST OFFICE BOX 6906
RADFORD, VA 24142-6906
EMAIL: acctspayable@radford.edu


University Point of Contact: Craig Cornell, VP of Enrollment Management is the University point of contact. Mr. Cornell is responsible for ensuring the terms and conditions of the contract are followed, payments are made in accordance to contractual pricing schedules as well as reporting noncompliance issues to Procurement and Contracts at Radford University. Mr. Cornell can be reached at (540) 831-6044. Email: cwcornell@radford.edu.

Order Placement: Radford University does not place verbal orders for Goods and Services. The University may only place orders for Goods and Services by issuing a formal Purchase Order in advance of delivery. A purchase order will be generated in eVA (Electronic Virginia) referencing the Longwood University contract number incorporating the executed Program Order Form. If EAB provides goods and services prior to receipt of a formal written Purchase Order or incur costs in excess of authorized purchase order fee amounts, it does so at its own risk.

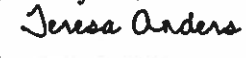
This Program Order Form and the terms and conditions of the contract contained in the Request for Proposal #LU214-20-008 issued by Longwood University and its resulting contract, Contract #LU214-20-008 (as previously supplemented and amended, the "LU Contract") is incorporated herein by reference, forms the entire agreement between the parties with respect to the Programs (and together with any other applicable agreements or supplements constitutes the agreement between the parties, (the "Agreement"). In the event of any conflict between a term or condition set forth in the LU Contract and a term or condition set forth in the Program Order Form, the term or condition (including the commercial terms) set forth in the Program Order Form will control. Each of the individuals executing this Program Order Form represent and warrant that he or she is authorized to execute the Agreement on behalf of Organization or EAB, as applicable. Notwithstanding anything to the contrary in any purchase order or other document provided by Organization, any Program provided by EAB to Organization in connection with a purchase order related to this Program Order Form is conditioned upon Organization's acceptance of the Agreement. Any additional, conflicting, or different terms proffered by Organization in a purchase order or otherwise shall be deemed null and void.

To initiate Organization's involvement in the Programs, please sign this Program Order Form and return it to Deanna Voss at dvoss@eab.com no later than **June 19, 2020** (after which fees and terms set forth above are subject to change).

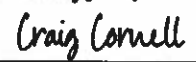
EAB Global, Inc.:

Signature: 
Name: Jessica Harris
Title: Chief Accounting Officer
Date: 6/2/2020

Radford University signed by:

Signature: 
Name: Teresa Anders
Title: Associate Director of Procurement and Contracts
Date: 6/3/2020 | 7:47 AM EDT

Radford University signed by:

Signature: 
Name: Craig Cornell
Title: Vice President for Enrollment Management
Date: 6/3/2020 | 7:46 AM EDT