



To:

Soren Claudi Bondesen
Strategic Sourcing Commodity Manager
UCLA Campus Purchasing
sbondesen@finance.ucla.edu
+1 (310) 794-6063
Box 951482
Wilshire Center (Suite 650)
Los Angeles, CA 90095-1482

November 24, 2020

Dear Mr. Bondesen,

The whole team at HC Development is excited for the opportunity to submit our proposal to help further expand the qualified applicant pools for the M.L.S. Department (administers M.L.S. program) and Graduate Studies (administers LL.M.) programs for the University of California at Los Angeles School of Law. In our business proposal, we have shared a detailed plan to how we will continue to transform the new candidate acquisition process using our powerful new multi-platform outreach strategy which has greatly outperformed traditional marketing efforts and digital advertising.

Our **Unique Value Proposition (UVP)** will insure the highest probability of continued and sustainable long-term success:

1. END-TO-END SALES AND MARKETING MANAGEMENT:

HCD assigns a dedicated Marketing Administrator to provide end-to-end management of the entire admissions sales and marketing process, hand-holding the candidate from introduction to application. We “marry” together both departments (Sales and Marketing) to ensure excellent communication between everyone involved in closing the sale. No other marketing firm offers this level of comprehensive, end-to-end management in collaboration with everyone on your admissions team. We are the right hand to your admissions team, and we make sure that no candidate falls through the cracks.

2. AI AND NEW TECHNOLOGY IMPLEMENTATION:

HCD utilizes AI, Marketing Innovation and new technology are used in every campaign. Now, more than ever, it is critical to stay ahead of the technology curve to survive and stay relevant. The right use of new technology is the best way to find people just-in-time and to hyper-personalize messaging to the prospective candid, so you stand-out from all the other spam messaging they receive. We have weaved AI and technology into our entire delivery and commit to remaining relentless in our search to keep advancing you, one step ahead of your competitor’s programs.





3. **EXCLUSIVE GRADUATE PROGRAMS EXPERTISE:**

HCD has extensive experience and proven success, exclusively in the area of university, graduate, and legal program outreach campaigns. We are not trying to be everything to everyone. We have an unyielding focus on being the best for your market and experts in finding qualified candidates for your program.

Through the current successful engagement, we have gained invaluable experience working with teams in both departments through most of 2020. After a careful end-to-end review of the entire admissions sales and marketing process, we found that by incorporating our proprietary Trifecta Multi-Platform Outreach™, we can help the UCLA School of Law to:

- Reach a Return on Investment (ROI) of an estimated \$5.6 million of additional tuition revenue for 2021 (just for the MLS program alone)
- Continue our current campaign success which generated \$1.4 million for the MLS Program in our first four months together
- Introduce AI Intent Marketing to find ready-to-apply companies and candidates
- Streamline your pre-sales and post-sales process with proven methods, technology, and digital proposals (like this one)
- Target new client segments, including an untapped enterprise client base, while potentially lowering your new client acquisition costs by more 33%

By using this innovative multi-platform outreach and integrating AI, technology and automation, the UCLA School of Law can substantially increase tuition while simultaneously building a better process.

The enclosed proposal includes detailed information sharing how we have helped other universities, law schools, and graduate level programs exceed their application and tuition goals. You will also find case examples and testimonials of work we have done within this space.

Please call my cell phone directly at (310) 402-4243 if you have any questions or require further information. We are confident that we can continue to perform at the current high-level of successful outreach and will continually improve your results.

Sincerely,

Dwight

Dwight W. Holcomb
CEO, HC Development
President-Emeritus, UCLA Anderson Alumni Board of Directors
UCLA Anderson Global Executive MBA '11

