

**Questions Submitted and Responses for North Hennepin Community College's
Admissions Constituent Relationship Management (CRM) Solution
December 18, 2020**

1. Whether companies from Outside USA can apply for this? (like from India or Canada)

Answer: Our preference is to work with vendors in the USA. The chosen vendor needs to understand the community college market and its needs. In addition, we don't have the ability to send employees internationally for professional development (conferences/meetings, etc.). We didn't preclude working with vendors outside of the USA. The vendor would need to be able to work with our teams in real-time during traditional working hours 8:00 AM – 5:00 PM Central Time. Additionally, since we are looking at a SAS tool, all data would need to be housed in data centers within the contiguous states of the United States of America. There is also usually a need for on-going support past the implementation of the software.

2. Whether we need to come over there for meetings?

Answer: Due to Covid, our expectation is that teams are able to perform their work virtually until we can safely come back together. We would expect that respondents be able to meet with North Hennepin's teams during traditional working hours, 8:00 AM – 5:00 PM Central Time. It would be good to know how the respondent plans to be able to do professional development and training without the ability to come on-site or host conferences in the current environment. In the future, once in-person activities may resume, we would expect a vendor to be able to visit campus for trainings or meetings as needed.

3. Can we perform the tasks (related to RFP) outside USA? (like from India or Canada)

Answer: Our preference again is to work with vendors in the USA. Often tasks require working with a respondent's team and the campus team synchronously. We would expect that any synchronous work be able to be performed during traditional working hours as stated above.

4. Can we submit the proposals via email?

Answer: This was stated in the RFP. Please see page 9 of the [RFP](#).

5. What are you using today? Is there a legacy CRM tool in place?

Answer: Anthology (Campus Management) Connect & Events.

6. **What Student Information System (SIS) are you using today (e.g. Ellucian, Banner or PeopleSoft Campus Solutions etc.)**

Answer: We currently have an in-house system called Integrated Student Records System (ISRS), please see page 4 of the [RFP](#). The Minnesota State College and University System just moved forward with Workday and DeLoitte to transition off of ISRS. More information can be found [here](#). The timeline for that is over the next 7 years with the student module starting to be transitioned in 2023. Due to direct integration limitations we can provide SFTP uploads of data in various file formats.

7. **Are you looking for a Commercial Off the Shelf (COTS) / Software as a Service (SaaS) Solution or would a custom solution be considered?**

Answer: Our preference is an off-the-shelf or a SaaS solution. We are trending toward a cloud first mentality as a system. A custom solution is not out of the question. The time to create a custom solution would be a potential issue.

8. **Can the solution be hosted in the cloud, or does it need to be on premise at NHCC?**

Answer: Our preference is to have the solution be hosted in the cloud. The solution would have to maintain the security of the college's private data. It would be governed by system policies and procedures [5.23 Security and Privacy of Information Resources](#).

9. **Can you state the budget range you have allocated for this 3-year engagement?**

Answer: We are more focused on a tool that meets our functional & technical requirements.

10. **Would NHCC consider extending the proposal due date by two weeks?**

Answer: Not at this time.

11. **The RFP states "Responses must be submitted via email in Adobe PDF format." Appendix 1-3 are in Excel format. Are vendors required to convert those to PDF format for submission or can they remain in their native Excel Formats?**

Answer: The ask for PDFs is to protect information from being manipulated inadvertently after it is submitted. Microsoft has the ability to print to PDF. Please reach out [directly](#) if this is an issue.

12. **What percent of the implementation and integration is the Vendor to deliver? 100%, 50% collaboration?**

Answer: The assumption would be that the implementation and integration would be a partnership with the selected vendor. The amount of support required by the vendor is likely dependent on the chosen solution. The campus would need to provide access to the necessary data feeds for integration. General theming, outgoing email template/theming, user provisions and any other potential integrations, e.g. Office 365, would all be in partnership.

13. Does NHCC use Banner or People Soft as their SIS?

Answer: No, please see question 6 above.

14. How many full access users (able to configure the system, update settings/workflows, create and manage campaigns/communication plans, use live chat, write reports, other higher-level functions) do you anticipate will access the solution?

Answer: We would need up to 6 administrators or super users. If these accounts are needed for enrollment events we would need potentially 2 more for a total of up to 8

15. How many limited access users (only able to update contact data fields, add notes, and run pre-written reports) do you anticipate will access the solution?

Answer: We would need 50 users. This may fluctuate depending on how the software is being licensed how we can give our student workers access to it.

16. Do you expect to use the chat feature? If so, how many chat users do you anticipate will access the solution?

Answer: Currently we use [Distance MN](#) for chat integration. This would be a future piece we would integrate depending on functionality.

17. In Appendix 4, item I Customer References Review, number 1, there is a reference to an Exhibit H (customer reference form). We don't see an Exhibit H as part of the RFP documents. Will NHCC provide Exhibit H to vendors or should we include reference information directly in Appendix 4?

Answer: Please include references directly in Appendix 4, we did not provide Exhibit H.

18. In the proposal content section: "Each proposal must contain concise responses to the mandatory requirements in Appendix 1. Answers need to refer to the tab name and requirement number. Vendor shall submit the electronic form referenced in the appendix."

- a. **Does this mean this can be listed in the PDF or the document should be attached in excel separately?**

Answer: Please answer in-grid on the PDF if possible. Similarly, for the Excel files in the Appendix please answer in grid unless it calls for an attachment.

19. Are you looking for applicants to start and end their application on your portal?

Answer: No, we will continue to utilize the Minnesota State systemwide universal application for now. Although application functionality in CRM is not going to be used for general admissions, similar functionality should be available (form) for student tasks such as requesting information/submitted inquiry online.

20. **How many applicants do you have each year?**

Answer: The average annual applicants over the last three fiscal years was 7,628.

21. **Do you leverage purchased lists for your marketing efforts? What is the volume of new prospects via purchased lists each year?**

Answer: At this time, we do not include purchased lists in our CRM, but may in the future. NHCC does not do bulk list purchases of ACT completers, for example.

22. **How many staff will be using the platform to manage applications and support applicants?**

Answer: See questions 14 & 15.

23. **How many staff will be managing events and need access to the event management tool?**

Answer: We will likely need 40 of the 55 anticipated users (all of Admissions staff, Testing Center staff, Advising staff, plus student workers). We will need the same number of super users of the event tool as the main platform.

24. **How many staff will support your marketing efforts?**

Answer: We will have 3-5 staff directly involved with our marketing efforts. It is unclear if this question pertains to marketing staff or marketing staff with access to the tool.

25. **What CRM system is NHCC currently using?**

Answer: See question 5.

26. **How many total users will be using the new CRM system?**

Answer: See questions 14 & 15.

27. **How many users will be system administrators?**

Answer: See questions 14 & 15.

28. **Will some users only need limited functionality? If so, how many of these types of users will there be and what types of tasks will they need to accomplish? Some examples would be faculty members who strictly review applications for admission, student workers who strictly use the system to enter inquiries or make phone calls, etc.**

Answer: See questions 14 & 15.

29. **How many users will be involved in creating events and event registration pages with the new CRM system?**

Answer: See question 23.

30. How many users will be reviewing applications?

Answer: See question 19. We do push our applicant data into the CRM and we have 3-5 users reviewing that data.

31. Are there any users who will strictly be reviewing applications? If so, how many of this type of user will there be?

Answer: The users may be a mix of power and regular users.

32. Outside of a student portal, are there any other types of portals NHCC would like to use? Some examples could include a parent portal, a portal for international agents, etc.

Answer: Nothing currently needed.

33. What student information system is North Hennepin Community College using?

Answer: See question 6.

34. Regarding integrations, does NHCC want a vendor to perform the integration on behalf of NHCC or just that the integration is possible/supported?

Answer: See question 12.

35. How many total applications does NHCC receive annually?

Answer: See question 20.

36. Does NHCC currently have a text messaging solution? If so, do you want to continue using that solution or do you want a new text messaging tool with the new CRM?

Answer: NHCC utilizing TextAim (product of SourceAim LLC) for text messaging. Our plans are to continue using that system for now, but please provide text messaging capabilities of the CRM so that NHCC can review all potential technology solutions. Current CRM did not meet our text messaging needs, which is why college currently utilizes TextAim platform.

37. For events, does NHCC receive payments for any events?

Answer: No, NHCC is not looking to receive payments for enrollment-based events at this time.

38. What is NHCC's current payment gateway?

Answer: US Bank

39. How many users will be utilizing the new CRM system?

Answer: See questions 14 & 15.

40. **Can you list the types of users that will have access to this system and the number of each type? (Admin, recruiter, etc.)**

Answer: See questions 14 & 15.

41. **How many users will need access to texting?**

Answer: It is expected that if solution's text messaging is leveraged in place of TextAim for Admissions purposes only, 10 users would need access to text messaging. If it is used beyond Admissions purposes (for other enrollment functions) it is likely an additional 10 may need access to facilitate event and other enrollment needs.

42. **On average, how many texts are sent to a student per month? Per year?**

Answer: NHCC does not have a specific answer to this question as any functionality available in a CRM may be very different than currently used processes or functionality historically used for enrollment. Admissions has leveraged TextAim platform for recruitment purposes, but recently college began using platform for additional event and student communications so data on usage amount is currently incomplete. Previously Admissions would text nearly all of our yearly applicants (~7,600), including some multiple times based on conversations. We would also text prospective students, so rough estimate is 10,000 students per year receiving a text from NHCC for recruitment purposes.

43. **Is NHCC looking to text international numbers?**

Answer: No, not at this time.

44. **On average, how many students would NHCC be communicating with per month? Per year?**

Answer: See question 42.

45. **Is NHCC looking for an IVR? If so, do they have one in mind or are they open to utilizing another?**

Answer: We do not currently have an interactive voice response system deployed. We are not interested in that being part of the scope of this RFP.

46. **How many letters/postcards does NHCC mail to students, on average, per month? Per year?**

Answer: Marketing sends letters/postcards to current students about 6 times a year. prospective students about 8 times a year. We have sent roughly 8,000 acceptance or prospective student letters in the past year to students. This does not include marketing postcards as CRM has not had functionality to generate postcard mailings.

47. **What email system does NHCC currently use? If Gmail, does NHCC have GSuite?**

Answer: We are part of the Minnesota State system-wide tenant. We license Microsoft Office365 at an A3 level.

48. **What social media platforms does NHCC want to integrate with this system?**

Answer: NHCC is interested in integrating currently used social media platforms such as Facebook, Twitter, and Instagram as possible. We would prefer solution be able to integrate additional new social media platforms as they become available and may be leverage for communication with prospective students and recruitment, admissions, or outreach.

49. **On average, how many students apply to NHCC per month? per year?**

Answer: See question 20.

50. **On average, how many surveys does NHCC per month? Per year?**

Answer: NHCC does not currently send surveys through its CRM due to limited functionality.

51. **What is the current CRM that data needs to be migrated from?**

Answer: See question 5.

52. **Can you give an estimate of how many records will need to be migrated from the previous CRM system?**

Answer: Current CRM has historical records for roughly 146k applicants and prospective students. However, plans would be to only migrate records from within the past five years for comparison reporting and adult learner recruitment needs. This would include roughly 75k records as currently planned, but would be open to understanding vendor best practice around historical data migration to new system and any limitations presented.

53. **Can you provide a sample data sheet that list what records will need to be migrated over from the previous CRM?**

Answer: It would include CRM_Data_Map.xlsx file, along with attributes/fields used for prospective student data and tracking from current CRM (roughly an additional 30-40 fields that are not within our current SIS, only CRM, system).

54. **What is NHCC's current SIS system?**

Answer: See question 6.

55. **For the integration with the SIS, is it NHCC's desire to:**

a. **Have a one-way or bi-directional integration?**

Answer: The system only supports one-way currently. With the replacement SIS, the hope is to have bi-directional integration but that is a few years away.

b. **How fast would they like the data to be moved? (Real-time, nightly, weekly)**

Answer: For most scenarios, nightly is fine. There are certain situations where we may want faster data refreshes such as peak recruitment windows.

c. **Can you provide a sample data set that shows the records that will need to be integrated with the proposed CRM?**

Answer: See answer 53 and attached sheet.

56. **Does NHCC currently have a middleware for integrations?**

Answer: Currently no. We provide data feeds from a local data warehouse via SQL queries transformed to flat files. Due to direct integration limitations we can provide SFTP uploads of data in various file formats. In the future, our system office central IT also has an instance of Dell Boomi for the new SIS but we are unsure of how that will be deployed and what access we will have.

57. **Does NHCC have a set budget for this project? If so, would they mind sharing that budget number?**

Answer: See question 9