



MINNESOTA STATE

MINNESOTA STATE COLLEGES AND UNIVERSITIES

NORTH HENNEPIN COMMUNITY COLLEGE

REQUEST FOR PROPOSAL FOR AN ADMISSIONS CONSTITUENT RELATIONSHIP MANAGEMENT (CRM) SOLUTION

SPECIAL NOTE: This Request for Proposal (RFP) does not obligate the Minnesota State Colleges and Universities (Minnesota State) system, its Board of Trustees or North Hennepin Community College (NHCC) to award a contract or complete the proposed project and each reserves the right to cancel this RFP if it is considered to be in its best interest. Proposals must be clear and concise. Proposals that are difficult to follow or that do not conform to the RFP format or binding specifications may be rejected. Responding vendors must include the required information called for in this RFP. MnSCU reserves the right to reject a proposal if required information is not provided or is not organized as directed. Minnesota State also reserves the right to change the evaluation criteria or any other provision in this RFP by posting notice of the change(s) on <http://www.minnstate.edu/vendors/index.html>. For this RFP, posting on the captioned web site above constitutes written notification to each vendor. Vendors should check the site daily and are expected to review information on the site carefully before submitting a final proposal.

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Notice

This Request for Proposal (RFP) does not obligate the Board of Trustees of the Minnesota State Colleges and Universities (Minnesota State) or North Hennepin Community College to award a contract or complete the proposed project and each reserves the right to cancel this RFP if it is considered to be in its best interest. Proposals must be clear and concise. Proposals that are difficult to follow or that do not conform to the RFP format or binding specifications may be rejected. Responding Vendors must include the required information called for in this RFP. Minnesota State reserves the right to reject a proposal if required information is not provided or is not organized as directed.

North Hennepin Community College also reserves the right to waive minor informalities and reserves the right to:

1. Reject any and all proposals received in response to this RFP;
2. Select a proposal for contract negotiation other than the one with the lowest cost;
3. Negotiate any aspect of the proposal with any Vendor;
4. Terminate negotiations and select the next most responsive Vendor for contract negotiations;
5. Terminate negotiations and prepare and release a new RFP;
6. Terminate negotiations and take such action as deemed appropriate.

Any decision to cancel or reject any and all proposals is in Minnesota State's sole discretion. Minnesota State also reserves the right to change the evaluation criteria or any other provision in this RFP by posting notice of the change(s) on the [Vendors and Suppliers at Minnesota State page](#). Vendors should check the site daily for updates (e.g. amendments, responses to questions) and are expected to review information on the site carefully before submitting a final proposal. Such changes or updates above constitutes written notice to each Vendor.

Definitions

Wherever and whenever the following words or their pronouns occur in this proposal, they shall have the meaning given here:

Communications: The ability for an institution to connect with constituents using a variety of channels in order to share, exchange, track and process information.

Constituent: Prospective and existing for-credit students, those who support those students (undergraduate or graduate); staff, parents or guardians, and community and government organizations, and those who seek to utilize Minnesota State resources.

ISRS: Integrated Statewide Record System. The Minnesota State SIS system; internally developed and managed, for data record keeping and reporting. Includes registration, finance, facilities, admissions, financial aid, human resources, and payroll.

Minnesota State: State of Minnesota, acting through its Board of Trustees of the Minnesota State Colleges and Universities on behalf of North Hennepin Community College.

Recruitment: Recruitment involves the management of the processes to identify potential students and communicate with them through a myriad of means until the student is accepted for admissions at an institution. This includes importing data from multiple sources (e.g., ACT data), coordinating events, and producing general and student specific communications through various means (e.g., letters, texts, automated processes et al.)

Retention: Tracking a student from the point of acceptance of admission at an institution through graduation or transfer to help identify and overcome barriers. The goal is to support institutional persistence and success initiatives.

School: North Hennepin Community College (NHCC)

Solution: A term referencing the Vendor's individual product or suite of products included in a proposal for a CRM system.

System Office: The central system office of Minnesota State Colleges and Universities located at Wells Fargo Place, 30 7th Street East, Suite 350, St. Paul, Minnesota 55101.

Vendor: The firm selected by North Hennepin Community College as the successful responder(s) responsible to execute the terms of a contract.

Targeted Group Business (TGB): A business that is at least 51% owned and operated by a woman or person of color.

Minority-Owned Business Enterprise (MBE): Independent business which is at least 51% owned and operated by one or more minority group member (citizen of the United States or permanent resident who is Black, Hispanic, Asian, or American Indian).

Women-Owned Business Enterprise (WBE): Independent business which is at least 51% owned and operated by one or more women.

Please note, for TGB consideration, Minnesota State recognizes certification from the following certifying agencies:

1. State of Minnesota, Department of Administration
2. North Central Minority Supplier Development Council (NCMSDC)
3. Women's Business Development Center (WBDC)
4. Central (CERT) Certification Program

Economically Disadvantaged (ED) Business and Individuals: Independent business or persons which is at least 51% owned and operated by economically disadvantaged.

Veteran-Owned Business Enterprise (VO): Independent business which is at least 51% owned and operated by one or more veteran.

North Hennepin Community College

Minnesota State Colleges and Universities is the third-largest system of state colleges and universities in the United States. It comprises 37 state colleges and universities with 54 campuses located in 47 Minnesota communities. Minnesota State serves approximately 350,000+ plus students each year. Minnesota State employs more than 15,900+ dedicated faculty and staff focused on student success. Minnesota State is an independent state entity that is governed by a 15-member Board of Trustees. For more information about the colleges and universities of Minnesota State, please view its website at www.minnstate.edu.

North Hennepin Community College, ranked a Top 20 Community College in the nation two years in a row, is located in Brooklyn Park, northwest of downtown Minneapolis. It is accredited by the Higher Learning Commission of the North Central Association of Colleges, and is one of the 37 institutions in the Minnesota State Colleges and Universities system.

Established over 50 years ago, NHCC has a strong and rich history of liberal arts education and career programs, and an outstanding record of academic scholarship among the talented faculty. Today NHCC serves more than 10,000 students and offers 70+ academic programs that are responsive to the needs of the marketplace and its student body. NHCC students represent a rich diversity, with nearly 50 percent identifying as students of color. The thriving campus is also home to more than 25 clubs and organizations supporting a largely part-time student body with co-curricular and recreational activities. A commitment to diversity and inclusion is apparent through a variety of multicultural programs and sustainability initiatives on campus, including six student-led initiatives focused on empowering leadership among indigenous students and students of color. Additional opportunities on campus include intramural sports and recreation programs, the Community Connections Resource Center, and L.E.A.D., a program to develop leadership, life and job-related skills.

Authority

This RFP is undertaken by North Hennepin Community College pursuant to the authority contained in provisions of Minnesota Statutes § 136F.581 and other applicable laws. North Hennepin Community College will select the Vendor(s) whose proposal(s), and oral presentation(s) if requested, demonstrate in its sole opinion, the clear capability to best fulfill the purposes of this RFP in a cost-effective manner. North Hennepin Community College reserves the right to accept or reject proposals, in whole or in part, and to negotiate separately as necessary in order to serve the best interests of North Hennepin Community College. This RFP does not obligate North Hennepin Community College to award a contract or complete the proposed project and it reserves the right to cancel this RFP if it is considered to be in its best interest.

Project Overview

North Hennepin Community College is requesting proposals to establish a Constituent Relationship Management system (CRM) contract. The goal is to provide NHCC with a relationship tracking solution focusing on student recruitment, and communications that allows them to engage with and sustain relationships with students as they progress through the student life-cycle from prospective students through admitted status.

Through the contract process the selected Vendor will be responsible for delivering, implementing and integrating a CRM solution that achieves NHCC's goal. The length of such contract will be 3 years with an option to extend up to an additional two years in 1-year increments. The selected Vendor is expected to propose a CRM that meets and/or exceeds the current needs of the school.

Upon completion, the selected Vendor will continue in a role providing technical support, maintenance, backup, security checks and general oversight.

Technical/Functional Requirements

Vendors MUST meet all Mandatory Requirements outlined in Appendix 1 to qualify for consideration. **Please complete and submit the Mandatory Requirements form** with your response to demonstrate requirement compliance. Appendix 2 lists out the functional requirements and Appendix 3 the technical requirements for the CRM. General criteria upon which Minnesota State will evaluate proposals include, but are not limited to, the following:

- Ability to meet or exceed CRM Functional Requirements
- Ability to meet or exceed the Technical Requirements
- Experience in government/higher education
- Cost

RFP Information Contact

North Hennepin Community College's authorized representative for purposes of responding to inquiries about the RFP is:

Name: Joseph Collins

Title: Chief Information Officer

Address: 7411 85th Avenue North, Brooklyn Park, MN 55445

Telephone: 763-424-0964

E-mail address: Joseph.Collins@nhcc.edu

Other persons are not authorized to discuss RFP requirements before the proposal submission deadline and North Hennepin Community College shall not be bound by and vendors may not rely on information regarding RFP requirements obtained from non-authorized persons. Questions must include the name of the questioner and his/her telephone number, fax number and/or e-mail address. Anonymous inquiries will not be answered.

Duration of Offer

All proposal responses must indicate they are valid for a minimum of one hundred eighty (180) calendar days from the date of the proposal opening unless extended by mutual written agreement between North Hennepin Community College and the Vendor.

Prices and terms of the proposal as stated must be valid for the length of the resulting contract.

Minnesota State’s RFP Terms and Conditions

This RFP includes and incorporates Minnesota State’s [RFP Terms and Conditions](#). Vendors should be aware of Minnesota State’s RFP terms and conditions in preparing responses to this RFP. Much of the language reflected in any resulting contract with Minnesota State is required by statute. If you take exception to any of the language in the terms and conditions, you must indicate those exceptions in your response to the RFP; certain exceptions may result in your proposal being disqualified from further review and evaluation. Only those exceptions indicated in your response to the RFP will be available for discussion or negotiation.

Authorized Signature

The proposal must be completed and signed in the firm's name or corporate name of the Vendor and must be fully signed by an authorized representative of the Vendor. Proof of authority of the person signing must accompany the response.

Selection and Implementation Timeline

(dates after deadline for proposal submissions are subject to change)

Monday, December 7, 2020	North Hennepin Community College Publishes RFP notice
Monday, December 14, 2020	Deadline for Vendors to submit clarifying questions
Friday, December 18, 2020	North Hennepin Community College deadline to publish responses to RFP questions
Monday, January 4, 2021	Deadline for RFP proposal submissions
Monday, January 18, 2019	Vendors invited for oral presentations
Monday, January 25, 2019	Week of: Oral presentations by selected Vendors
Friday, February 12, 2021	Vendor(s) selected and notified

North Hennepin Community College reserves the right to not award a contract. The dates noted above are estimates, but are reasonable for the purposes of presenting deadlines.

Proposal Deadline

Submitted proposals must be received at the following address not later than 5:00 p.m. CT on Monday, January 4, 2021:

Institution: North Hennepin Community College

Name: Joseph Collins

Title: Chief Information Officer

Email Address: Joseph.Collins@nhcc.edu; Lydia.Ross@nhcc.edu

Format of Proposals and Submission

Responses must be submitted via email in Adobe PDF format. Attachment limits are 25 MB. If file sizes are too large please create multiple smaller files and email them separately. Hyperlinks to submissions in cloud storage will not be accepted. Proposals received after the Proposal Deadline date and time will not be considered. NHCC's email receipt time stamp will be used for consideration, not the senders.

Proposal Content

Proposals which fail to address any of the submission requirements may be deemed nonresponsive and will not be further considered. Note the responses to questions must be specifically answered within the context of the submitted proposal. The System Office evaluation team will not refer to a designated web site, brochure, or other location for the requested information. Responses that utilize references to external materials as an answer will be considered non-responsive.

Information which the responder desires to present that does not fall within any of the requirements of the RFP should be inserted at the appropriate place or be attached at the end of the proposal and designated as additional material. Proposals that are not organized in this manner risk elimination from consideration if the evaluators are unable to find where the RFP requirements are specifically addressed.

To be considered responsive, a proposal must contain the following reference by number and in the order below:

Cover Letter

The cover letter shall contain a brief introduction of the Vendor, corporate structure, major business lines and the proposal. The letter shall be concise and need not repeat any of the detailed information set forth in the proposal; however, any terms or conditions of this RFP to which the Vendor objects and/or does not accept shall be clearly stated in the cover letter along with any alternatives or further explanation. At a minimum, the cover letter page shall be on company letterhead and shall include the name and working address of the firm submitting a proposal, the name, telephone and e-mail address of the primary company representative to be contacted with reference to the proposal, and the date of submission.

Mandatory Requirements

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.

Functional Requirements

Each proposal must contain concise responses to the functional requirements in Appendix 2. Answers need to refer to the tab name and requirement number. Vendor shall submit the electronic form referenced in the appendix.

Technical Requirements

Each proposal must contain concise responses to the technical requirements in Appendix 3. Answers need to refer to the requirement number. Vendor shall submit the electronic form referenced in the appendix.

Vendor Qualifications

Each proposal must contain concise responses to the vendor qualifications in Appendix 4. Answers need to refer to the requirement number. Vendor shall submit the electronic form referenced in the appendix.

Cost Proposal

Each proposal must contain concise responses to the cost section in Appendix 5.

End User License Agreement (If applicable)

Each proposal must contain a sample end user license agreement or other terms of service if applicable.

Required Documents and Forms

1. Affidavit of Non-Collusion. Each Vendor must complete the [Affidavit of Non-Collusion](#) and attach it with the response.
2. Conflicts of Interest. Vendor must provide a list of all entities with which it has relationships that create, or appear to create, a conflict of interest with the work that is contemplated in this request for proposals. The list should indicate the name of the entity, the relationship, and a discussion of the conflict.
3. Minnesota Department of Human Rights Workforce – [Affirmative Action Certification](#) (if proposal exceeds \$100,000, including extension options).
4. Minnesota Department of Human Rights [Equal Pay Certificate Form](#) (if proposal exceeds \$500,000, including extension options)
5. [Veterans Preference Form](#) (if applicable).
6. Targeted Business Inclusion Form: Respondent must provide certification(s) that at least 51% of the business is owned and operated by a woman or minority. If respondent is **not** a certified TGB, they may elect to sub-contract a minimum of 10% of the value of the contract to a certified TGB to be eligible for this 10% of the evaluation.

Selection Process

The selection process includes a cross-functional group from Student Services and Academic & Technology Services. This group will evaluate the proposals and make the final decision.

RFP Evaluation Factors

The following factors and their identified weight will be used by North Hennepin Community College to evaluate the responses:

1. Functional Requirements (15%)
2. Technical Requirements (10%);
3. Qualifications of Vendor and its personnel (experience of personnel who are committed to work on the contract will be given greater weight than that of the company) (10%);
4. Cost (30%)

5. Completeness, thoroughness and detail of response as reflected by the proposal's discussion and coverage of all elements of work listed above (5%);
6. Oral Presentation (finalists only) – 20%
7. Targeted Business Inclusion; respondent is a certified TGB and/or respondent commits to sub-contracting 10% or more of the value of the contract to a certified TGB (10%)

Total 100%

8. Preference to Economically Disadvantaged Business and Individuals (6%), if applicable (see below); and
9. Preference to Service Disabled / Veteran-Owned Business and Individuals (see below) (6%), if applicable (see below).

**Preferences are to be applied by adding 6% to the final cost proposal submitted by non-TGB/ED/VO respondents.*

North Hennepin Community College reserves the right to name a date which all responding Vendors will be invited to present demonstrations or participate in an interview.

North Hennepin Community College does not agree to reach a decision by any certain date although it is hoped the evaluation and selection will be completed by the date identified in the Selection and Implementation Timeline.

A proposal may be rejected if it is determined that a Vendor's ability to work with the existing infrastructure will be too limited or difficult to manage.

Supplier Diversity

Pursuant to policy 5.14 and Minn. Stat. 16C.16, Minnesota State Colleges & Universities is committed to taking affirmative action to ensure that minority-owned (MBEs) and women-owned (WBEs) businesses are given equal opportunity to provide their goods & services to Minnesota State. Targeted Business inclusion is a part of the criteria for this request for proposal to facilitate Minnesota State's fulfillment of this commitment.

For all goods & services contracts estimated to be in excess of \$50,000, all responding Vendors are required to complete the attached [Targeted Business Inclusion Form](#) and attach hard copies of TGBs certificates verifying that the Vendor is certified by one of the certifying agencies recognized by Minnesota State (*see acceptable certifications in the definitions section of this RFP*). Vendors are **not** required to include TGBs in their bid response; however, it should be noted that TGB inclusion is ten percent (10%) of the total proposal criteria.

For all construction contracts estimated to be in excess of \$100,000, all responding contractors are required to complete **Attachment A-1 First Tier Subcontractors List** and attach hard copies of TGBs certificates verifying that the identified subcontractors are currently certified by one of the certifying agencies recognized by Minnesota State (*see acceptable certifications in the definitions section of this RFP*).

Prime contractors are responsible for identifying certified TGBs who are willing and able to perform on the contract as sub-contractors. If TGBs are not available to perform as sub-contractors, the responding contractor must show that they have made a good faith effort to partner with TGBs. Failure to achieve sub-contracting levels committed to at the time of bid (non-compliance) or delinquent reporting to Minnesota State will result in penalties including but not limited to disqualification from future request for proposals, financial penalties, or termination of contract.

ED/VO Preferences:

For information regarding certification, contact the OEP at 651-201-2402 or you may reach the Helpline by e-mail at procurement.equity@state.mn.us. For TTY/TDD communications, contact the Helpline through the Minnesota Relay Services at 1.800.627.3529.

Economically Disadvantaged (ED) Business and Individuals

In accordance with Minnesota Rules, part 1230.1810, subpart B certified Economically Disadvantaged (ED) Businesses submitting proposals as prime contractors shall receive the equivalent of a six percent (6%) preference in the evaluation of their proposal. Eligible ED businesses must be currently certified by the Minnesota Department of Administration's Office of Equity in Procurement (OEP) prior to the solicitation opening date and time.

Veteran-Owned (VO)

In accordance with Minn. Stat. § 16C.16, subd. 6a, (a) Except when mandated by the federal government as a condition of receiving federal funds, the commissioner shall award up to a six percent (6%) preference, but no less than the percentage awarded to any other group under this section on state procurement to certified small businesses that are majority-owned and operated by veterans.