

HACC – CENTRAL PENNSYLVANIA’S COMMUNITY COLLEGE

Request for Proposal

08-05: ENROLLMENT MANAGEMENT SOFTWARE

Acknowledgement: Please acknowledge receipt of this RFP by completing the information requested below and faxing to 717/780-2325 upon receipt.

Please also include this page with your response.

Bidder Name:		Contact Name:	
Address (include city, state, zip):			
Phone:		Fax:	
		Email:	

Check One:	<input checked="" type="checkbox"/> We will	<input type="checkbox"/> Will Not	be responding to this RFP.
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If not responding, please explain briefly:	

Dates:

Date of Issue: **Saturday – July 21, 2007**

Deadline for Questions: **Tuesday, July 31, 2007 – by 11:30AM**

Responses to the Questions: **Thursday – August 2, 2007 – by 4:30PM**

Submit Notice of Intent to Submit Proposal Due Date: **Wednesday – August 8, 2007 – by 2:00PM**

PROPOSAL DUE DATE: **Thursday – August 9, 2007 – by 11:30AM**

Board Meeting: **Tuesday, September 4, 2007** (Please note: Final official bid results will be released after this date. All bidders who respond to the RFP will receive an award notification letter in the mail within one week of this date.)

HACC Information and Proposal Delivery:

Address: Purchasing Office/W130

One HACC Drive
Harrisburg PA 17110-2999

Contact: Garry Crider, Director of Purchasing
Or Sue Davis, Purchasing Technician

Phone: 717/780-1164

Fax: 717/780-2325

**Request For Proposal
Harrisburg Area Community College
#08-05**

for

ENROLLMENT MANAGEMENT SOFTWARE

for

HARRISBURG AREA COMMUNITY COLLEGE
Harrisburg, PA

DEADLINE TO SUBMIT PROPOSALS:

Thursday – August 9, 2007 – 11:30AM

PROPOSALS MUST BE DELIVERED TO:
HARRISBURG AREA COMMUNITY COLLEGE
PURCHASING AND BUSINESS SERVICES
ONE HACC DR
HARRISBURG, PA 17110

For information concerning the RFP process, required format and the schedule of activities,
Please direct questions to:

Garry Crider, Director of Purchasing
Harrisburg Area Community College
Purchasing and Business Services
Harrisburg PA 17110
Telephone: 717-780-1164

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1. KEY DATES

Important dates including proposal deadlines are shown below. Formal addendum to this RFP will be issued to the Proposers notifying of any changes to these dates. Dates indicated are tentative and may be changed during the RFP process due to revision(s) of any part of the Request for Proposal because of questions from Proposers and/or additional information requested after the Proposal Opening.

ACTIVITY	DATE & TIME
a. Advertisement	Saturday – July 21, 2007
b. Deadline for Questions	Tuesday – July 31, 2007 – 11:30AM
c. Responses to the Questions	Thursday – August 2, 2007 – 4:30PM
d. Submit Notice of Intent To Submit Proposal Due	Wednesday – August 8, 2007 By 2:00PM
e. Deadline to Submit Proposals	Thursday – August 9, 2007 By 11:30AM
f. Award of Contract	After Tuesday – September 4, 2007 BOT Meeting

2. PROPOSAL SUBMISSION CONTENTS

Proposals must include all information required by the following sections:
(Reference Section VI)

- a. Cover Letter
- b. Description of Qualifications
- c. Contractor History
- d. Cost Proposal

3. DEFINITIONS

The following terminology shall be used throughout this Request for Proposal.

campus-Harrisburg Area Community College Campus, Harrisburg PA

contract-shall be used herein to refer to the purchase order(s) generated by the final award.

Contractor shall be used herein to refer to the Bidder receiving the final award.

Purchaser-Harrisburg Area Community College

response or proposal-as used herein shall be understood to mean the written proposal to provide services.

RFP-Request for Proposal

College-Harrisburg Area Community College, Harrisburg, PA

Bidder, Bidder, Contractor, Proposer, Supplier-as used herein shall be understood to mean the company, firm or corporation formally submitting a response to this RFP.

I. PROGRAM REQUIREMENTS

A. PURPOSE

Harrisburg Area Community College formally invites responses to provide information to be used in the decision **to acquire an Enrollment Management Software Solution**. The College reserves the right to accept or reject any and all proposals, to waive any irregularities or informalities in any proposal(s) and to award the contract in the best interests of the College.

All proposals are subject to the terms and conditions outlined herein. All responses shall be controlled by such terms and conditions and the submission of other terms and conditions and other documents as part of an Bidders response will be waived and have no effect either on this RFP or any contract that may be awarded resulting from this solicitation. The submission of any other terms and conditions by an Bidder may be grounds for rejection of the Bidders proposal. Bidder specifically agrees to the conditions set forth in the above paragraph by the signature of its authorized representative on the execution of proposal page contained herein.

B. PROJECT PRICE CHANGES

Any changes in project workscope that alters costs must have prior approval from the Vice President for Finance and College Resources.

Harrisburg Area Community College Director of Purchasing and Business Services shall be the authorized representative of the College for purposes of interpretation of contract requirements.

C. CONTRACT STANDARDS

After the Contract(s) are awarded (see award of Contract below) it will be the Contractor representative's responsibility to confirm with the College's authorized representatives, whether or not there is correct and sufficient funds available for the project through the issuance of a Purchase Order.

D. INVOICES AND STATEMENTS

Invoices must be descriptively itemized and must clearly indicate the applicable College Purchase Order number, including the Project Name and Location as well as the HACC account number, and must be submitted in duplicate at time of project completion before payment can be authorized.

A copy of the invoice statement is to be submitted to the "Bill to. . ." location identified per the Purchase Order.

Any invoices submitted without an approved college Purchase Order referenced is subject to being classified as a gift to the College.

E. FINAL INSPECTION AND PROJECT ACCEPTANCE

Determination of adequacy of performance project completion shall be the responsibility of the Project Manager. Neither the College nor the Project Manager nor any agent thereof on behalf of the College will supervise or be responsible for the actions of the Contractor's employees, subcontractors, or subcontractor's employees.

The Project Manager for this project shall be Dr. Winifred Black, Vice President of Student Affairs and Enrollment Management - 717-780-2410.

F. PAYMENT

The College will make payment to the contractor from the approved invoice. Payment will be accomplished within thirty (30) days of project acceptance or invoicing, whichever is later, if the project is as specified and statements are in proper form.

Proposers may include in their response their ability to accept credit card payments and any additional costs related to providing this capability.

II REQUEST FOR PROPOSAL

Harrisburg Area Community College formally invites responses to this Request for Proposal to provide information to be used in the acquisition of an **Enrollment Management Software Solution**.

Interested parties are invited to submit proposals to Harrisburg Area Community College, Purchasing and Business Services, One HACC Drive, Harrisburg PA 17110. Proposals will be accepted until **11:30AM, Thursday, August 9, 2007**.

This Request for Proposal contains the instructions governing the proposals to be submitted the materials to be included therein, requirements that must be met to be eligible for consideration, and general guidelines for submission of proposals.

A. WORKSCOPE

The Workscope for this Request for Proposal is defined in detail in Section VII: EXHIBITS / SPECIFICATIONS.

B. MANDATORY SITE VISIT

NONE REQUIRED.

C. RFP CLARIFICATION

Proposers may request an explanation of the intent or content of this RFP and clarification of procedures used for this procurement. No interpretation made to any Proposer as to the meaning of the RFP shall be binding on the College unless repeated in writing and distributed as an addendum by College Purchasing and Business Services Office. Official written responses to all relevant written questions will be mailed or faxed by Harrisburg Area Community College Purchasing and Business Services Office.

Requests for written explanation or clarification shall be made in writing and submitted in an envelope marked "Questions Related to RFP #08-05" to Harrisburg Area Community College, Purchasing and Business Services Office, ATTN: Garry Crider, Director of Purchasing, One HACC Drive, Harrisburg PA 17110, or by Fax 717-780-2325. Email Questions are acceptable at cgrider@hacc.edu. Such requests must be received no later than **Tuesday, July 31, 2007 by 11:30AM**.

Failure of the Proposer to make appropriate inquires, evaluate any special conditions, or to verify requirements of this RFP shall not relieve the Contractor of the responsibility of fulfilling the contract in accordance with the terms of this RFP.

Communication concerning the Request for Proposal can only be with Garry Crider, Director of Purchasing (717-780-1164 or cgcrider@hacc.edu). Oral communication with any other College employee, unit, department, or organization concerning this RFP is not binding on the College and shall in no way modify the RFP, or the obligation of the College or the Vendor, and may deem the Proposer's proposal void.

The college will evaluate a Proposer's "confidence in its own ability to perform" based on a given Proposer's willingness to provide the College with meaningful contractual assurances and remedies.

In summation of the College's general objectives regarding this Request for Proposal, the College has a sincere desire to award the transaction based on reliable information. In other words, Proposers to this RFP will have demonstrated their agreement that whether verbal or written, the company can perform to the requirements of this Proposal.

D. ADDENDA TO THE RFP

In the event that it becomes necessary to revise any part of this RFP, Harrisburg Area Community College Purchasing and Business Services Office will provide addenda in writing to the Proposers. No oral statements, explanations, or commitments by whomsoever made shall be of any effect except as the same are confirmed in writing by the College Purchasing and Business Services Office.

E. EQUAL EMPLOYMENT COMPLIANCE REQUIREMENT

Harrisburg Area Community College is committed to affirmative action in accordance with state and federal laws and regulations providing for equal employment opportunity. Harrisburg Area Community College will not contract with any firm that is not an equal opportunity employer.

In accordance with federal and state laws, the contractor agrees not to discriminate against any client, employee or applicant for employment or for services, because of race, color, national origin, sex, age, marital status, religion, creed, political belief, mental or physical disability, or status as Vietnam era or disabled veteran. The contractor will comply with the Americans with Disabilities Act of 1990.

F. NON DISCRIMINATION

Harrisburg Area Community College is committed to non discrimination and equal employment opportunity. Harrisburg Area Community College will not contract with any firm that is not an equal opportunity employer.

G. ACCEPTANCE OF PROPOSALS

The College reserves the right in awarding the contract to consider the competency, responsibility, and suitability of the Proposer, as well as the services provided. The College further reserves the right to accept or reject any or all proposals, to waive any irregularities or informalities, and to award the contract in the best interest of the College. Neither the College nor any agent thereof on behalf of the College will be obligated in any way by any Proposer's response to this RFP.

III GENERAL CONTRACTUAL REQUIREMENTS

A. EXAMINATION OF CONTRACT CONDITIONS

It is the intent of Harrisburg Area Community College through this Request For Proposal and contract conditions contained herein, to establish to the greatest possible extent, complete clarity regarding the requirements of both parties to the contract resulting from the Request For Proposal.

Before submitting a proposal, the Contractor shall be thoroughly familiar with all contract conditions referred to in this document, and any addenda issued before the proposal submission date. Such addenda shall form a part of the RFP and shall be made a part of the contract. It shall be the Contractor's responsibility to ascertain that the proposal includes all addenda issued prior to the proposal submission date.

By submitting a response to this RFP contractor represents that:

- 1) The contractor has read and understands the Contract specifications and conditions.
- 2) The contractor will perform the work in compliance with Commonwealth of Pennsylvania, Federal and Local Laws, Regulations, Standards, Ordinances and Codes.

B. ASSIGNMENT OR TRANSFER

This contract may not be assigned or transferred in whole or in part, without the written permission of Harrisburg Area Community College Purchasing and Business Services Office, nor may any rights to any monies due or to become due hereunder be assigned.

C. INDEPENDENT CONTRACTOR

The Contractor is an independent contractor providing services for Harrisburg Area Community College.

D. INSURANCE

The Contractor shall provide insurance coverage as required by this section. Certificates of insurance coverage shall be filed with Harrisburg Area Community College Purchasing and Business Services Office within thirty (30) days of notice of award of contract. In no instance may any work commence prior to receipt of the certificates. A signed contract issued as notice of award shall not be considered valid until Harrisburg Area Community College Purchasing and Business Services has received the certificates.

The Contractor shall maintain the following minimum insurance:

1. Workers' Compensation Insurance Coverage. The Contractor shall provide Harrisburg Area Community College Purchasing Department with proof of Workers' Compensation Coverage in accordance with Pennsylvania statutory requirements
2. Comprehensive General Liability insurance, including automobile liability, personal injury and property damage with limits of not less than \$1,000,000 each claim and a combined single limit of not less than \$2,000,000 per occurrence.

E. INDEMNIFICATION

The Contractor shall hold Harrisburg Area Community College harmless from any liability, costs, or penalties in any way resulting from the performance of the services related to this contract or from the conduct or actions of any persons provided by the Contractor for performance of this agreement and will indemnify the College for any costs of defense paid because of actions of the Contractor or its employees in the performance of this agreement.

F. CONTRACT MANAGER

Harrisburg Area Community College Purchasing and Business Services shall be the authorized representative of the College for purposes of interpretation of contract requirements. Determination of adequacy of performance shall be the responsibility of the Project Manager. Neither the College nor the Project Manager nor any agent thereof on behalf of the College will supervise or be responsible for the actions of the Contractor's employees, subcontractors, or subcontractor's employees.

IV RIGHTS AND REMEDIES

A. ARBITRATION

All disputes between the parties to this agreement arising out of or in connection with the contract documents shall be submitted for arbitration. If arbitration is selected by the College, the College shall also select the number of arbitrators and the manner of arbitration, which shall be either: (1) arbitration according to the rules of the American Arbitration Association; or (2) referral to one of more arbitrators mutually agreed upon by the parties.

When a written decision of the College states that (1) the decision is final but subject to arbitration and (2) a demand for arbitration of a claim covered by such decision must be made within thirty (30) days after the date on which the party making the demand received the final written decision, then failure to demand arbitration within said thirty (30) days' period shall result in the College's decision becoming final and binding upon the College and Contractor.

In responding to a claim brought by a Contractor, the College shall have a minimum of forty-five (45) days in which to respond to a revised claim prior to the arbitration hearing.

B. LITIGATION

In the event that any term of this contract is the subject of litigation, it is hereby agreed that the parties in that litigation shall pay their own attorney's fees and court costs incurred including court costs and attorney's fees incurred in appellate proceedings.

C. VENUE AND JURISDICTION

The terms and conditions herein constitute the sole and entire agreement among parties and the laws of the State of Pennsylvania shall govern any disputes. The Dauphin County Court of Common Pleas shall have exclusive jurisdiction over any and all litigation arising from the terms of this agreement.

D. RIGHT TO AUDIT

The College and appropriate designated representatives reserve the right to audit the College account records and other financial records of the Contractor, as they pertain to the College. Such

audits, shall be performed by auditors selected by the College only if deemed necessary by the College.

E. FORCE MAJEURE

Neither party to this Agreement will be liable to the other for any failure or delay in performance under this Agreement due circumstances beyond its reasonable control including, without limitation, Acts of God, accident, labor disruption, acts, omissions and defaults of third parties, and official governmental and judicial action not the fault of the party failing or delaying in performance.

V PROPOSAL SUBMISSION

To receive consideration, proposals shall be made in agreement with the instructions as stated in this RFP, and such proposals and awards made therein shall be subject to all of the terms and conditions hereof:

A. ECONOMY OF PREPARATION

Proposals should be prepared simply and economically, providing a straightforward, concise description of the Proposer's capabilities to satisfy the requirements of the RFP. Special bindings, colored displays, promotional materials, etc., are not desired. Emphasis should be on completeness and clarity of content.

B. INCURRED COST

The College is not liable for any costs incurred by the Proposer in the preparation and presentation of their proposals.

C. SIGNATORIES

The proposal shall include information as requested throughout the RFP. The signature of all persons authenticating the proposal shall be printed and written in longhand in the designated area on page one (1) of the RFP. The proposal shall be signed with ink or indelible pencil.

D. MULTIPLE PROPOSALS

A Contractor may submit more than one (1) proposal. At least one of the proposals must be complete and comply with all stated instructions. However, additional proposals may be in an abbreviated form following the same format, but providing only that information that differs in any way from that contained in the complete proposal.

E. PROPOSAL DEADLINE

To be considered for selection, proposals shall arrive at Harrisburg Area Community College Purchasing and Business Services Office, One HACC Drive, Harrisburg, PA, 17110, by **11:30AM** on or before **Thursday, August 9, 2007**. Proposals must be in a sealed container, clearly marked "**Proposal RFP # 08-05 – ENROLLMENT MANAGEMENT SOFTWARE**".

The mailing of proposals shall allow for normal mail delivery time to ensure timely receipt of their proposals by Harrisburg Area Community College Purchasing and Business Services Office. Proposals arriving after the deadline will not be considered. All proposals become the property of the College.

F. NUMBER OF COPIES AND MAILING OF PROPOSAL

Four (4) copies of the General Proposal will be submitted in a sealed container clearly marked with the name of the Proposer and labeled "**ENROLLMENT MANAGEMENT SOFTWARE - RFP #08-05**". One (1) of the copies shall be marked "Master Copy" and will contain original signatures in all locations requiring a Contractor signature. The remaining copies do not require original signatures.

The proposals must be addressed as follows:

Proposal **RFP # 08-05**
Harrisburg Area Community College
Purchasing and Business Services
ATTN: Garry Crider, Director of Purchasing
One HACC Drive
Harrisburg PA 17110

VI FORMAT FOR PROPOSAL

A. INTRODUCTION

Any term or condition stated in this RFP document shall be considered accepted by the Contractor unless specifically objected to by the Contractor. The College may accept or reject Contractor's alternative proposals to the terms of this RFP. A proposal may be rejected if it is incomplete or conditional.

B. COVER LETTER

Each proposal will have a Cover Letter on the letterhead of the company or organization submitting the proposal. The Cover Letter must include the following information:

1. Briefly summarize the Contractor's ability to provide the services specified in the RFP.
2. A Statement that the Contractor is willing to perform the work described in the RFP and to enter into a contract with Harrisburg Area Community College to perform the work. The Cover Letter must be signed by a person having the authority to commit the Contractor to a contract.
3. Information should include: the company name, federal Taxpayer Identification Number, address, telephone number, FAX number, name, and title of the person to contact, name(s) of principal(s) assigned to negotiate for Contractor (if any), and the name of the individual or company who will manage the project.
4. Certification as to correctness of the proposal and the authority of person signing to bind Contractor.
5. Acknowledgment and/or exceptions taken to the proposed terms and conditions.

C. DESCRIPTION OF QUALIFICATIONS

Each proposal must contain a description of the Contractor's qualifications to perform the services specified in this RFP.

D. CONTRACTOR HISTORY

Contractor shall provide a narrative demonstrating an established, successful track record of past performance in providing goods and services closely related to the requirements specified in this RFP. The narrative shall include three (3) reference accounts showing experience in receiving contracts for the delivery of services similar to the one proposed. References must include the following:

- 1) Name of the firm or corporation.
- 2) The dates of each contract or agreement under which the Contractor provided such services.
- 3) The names, address, and telephone number of a contract person for each contract.
- 4) A brief description of the related projects.

E. COST PROPOSAL

See Section: VIII. COST PROPOSAL SHEET for 08-05: ENROLLMENT MANAGEMENT SOFTWARE

VII EVALUATION

A. PROPOSAL PROCESS

1. After the date established for receipt of proposals, a register of proposals shall be prepared which shall include the name of each Proposer. The register of proposals shall be open to public inspection only after award of the contract. No additional proposals will be accepted after the opening date.
2. The evaluation shall be based on the evaluation factors set forth in this request for proposal. Factors not specified in the request for proposal shall not be considered.
3. For the purpose of conducting discussions, proposals shall be initially classified as:
 - (a) responsive; or
 - (b) non-responsive.
4. Discussions may be held with one or more Proposers to:
 - (a) promote understanding of the College's requirements and the Proposers' proposals; and
 - (b) facilitate arriving at a contract that will be most advantageous to the College taking into consideration all factors set forth in the request for proposals.
 - (c) Discussions may include oral presentations, interviews, demonstrations, responses to specific questions, modifications, and negotiations. Proposers shall not be informed of their rank at the time of discussions. The College reserves the right to visit and inspect other sites of the potential Contractor.
 - (d) Proposers must be prepared to send qualified personnel to discuss technical and contractual aspects of the proposal.
 - (e) One or more Proposers may be provided an opportunity to submit a "best and final" offer.
5. References and the credit and financial responsibility of the Proposers may be verified as appropriate.

B. EVALUATION CRITERIA

The selection of the Contractor will be made after evaluating proposals, based upon the responsiveness of the proposals to the goals and objectives of the College's needs.

VIII. AWARD

The College will review all proposals. The College reserves the right to cancel the selection process or the negotiations when a selection is made, or at anytime prior to entering into a formal written agreement with the Contractor.

The College intends to execute a contract with the Contractor(s) submitting the proposal which the College determines to best meet the College's requirements. The College will be the sole judge of the acceptance of any and all proposals.

In awarding the contract, the College may take into consideration: the references, experience, responsibility, reputation, financial standing of the respondent, and the ability of the Contractor to provide an advantageous time schedule for providing service. The inability of any respondent to meet the requirements may be cause for rejection of his/her proposal.

After selection approval by the colleges Board of Trustees, Harrisburg Area Community College Purchasing and Business Services office will cause a contract/purchase order to be prepared for signatures by both parties. A contract(s) will be issued to the responsible Contractor(s) whose proposal is the most advantageous to the College, taking into consideration all evaluation factors. No other evaluation criteria, other than that outlined in this proposal, will be used.

IX EXHIBITS / SPECIFICATIONS FOR 08-05 ENROLLMENT MANAGEMENT SOFTWARE

IX. EXHIBITS / SPECIFICATIONS

RFP Materials – EM Software

Strategic Enrollment Planning

Although Harrisburg Area Community College has been involved with enrollment planning through our strategic planning process and work with the Data Driven Enrollment Management Committee we have been unable to really complete the SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis and research to develop long-range recruitment and retention strategies that are based on a number of data factors.

This SWOT analysis is to be based on a number of interrelated components that are of significant importance to most, if not all institutions of higher learning. In its purest sense those components include: Projections (enrollment, retention rates, graduation rate); Marketing (target market segmentation, and direct marketing to prospect pools); Recruitment; Admission; Enrollment; Retention-to-Graduation and Alumni Relationship Building.

Each of the components, are impacted by any of a number of internal and external environmental factors (such as available student prospect pool, campus infrastructure, curricular and co-curricular issues). Some of these factors are within our ability to directly control, while others are controlled only by indirect means (e.g. criteria we use to admit students). An additional reality is that there are also factors over which we have no control such as unemployment rates and population fluctuations. It is essential that we are able to recognize and respond to those varying impact factors will be a major determinant in how successful we are at strategically managing our future enrollments. Typically, institutions wait until there are enrollment issues before conducting the research they need to complete to develop a complete enrollment plan.

Goals

We will be developing a Strategic Enrollment Planning process and information systems which will:

- Provide a systematic assessment of strengths, weaknesses, opportunities, and threats through research and analysis;
- Establish consensual institutional enrollment management goals and priorities;
- Encouraging innovative thinking and problem solving;
- Creating awareness of obstacles that may need to be overcome;
- Coordinating and unifying staff effort; and
- Develop a culture where recruitment and retention is everyone's responsibility at HACC

The Strategic Enrollment Planning process and information systems will result in:

- Ensuring more effective use of existing resources and identifying the possible need for additional resources;
- Assigning responsibility and accountability, and scheduling work based on timeframes and milestones;
- Facilitating control and evaluation of activities;
- Communicating and documenting the enrollment "game plan"; and
- Providing a basis for future planning.

SCOPE OF THE PROJECT

HACC has had a fairly long extended period of enrollment growth and has recently begun to experience flattening or down trends at certain campus sites. This kind of research would allow us to develop a more robust enrollment projection model and give our overall enrollment planning more gusto.

Objectives

1. Gathering appropriate internal and external data to support enrollment planning and goal-setting (SWOT analysis) based on:
 - Demographic trends for community colleges and HACC
 - Environmental factors impacting enrollments
 - Competition
 - Institutional strengths and weaknesses
 - Institutional resources
 - Enrollment projections
 - Market share
 - Quantitative and qualitative information on target markets
 - Institutional image with key publics
 - Student wants, needs, and attitudes (e.g., student satisfaction studies)
 - Admissions trend data (inquiries, applied, admitted, yields)
 - Retention trend data
 - Other pertinent data;
2. Facilitate the development of marketing, recruiting, and retention plans that incorporate both annual and long-range strategies (future phase);
3. Provide market research that will better inform marketing strategy development (future phase);
4. Clearly define our new student enrollment goals both annually and over the next 3-5 years. (future phase);
5. Define desired overall growth that will come from new student enrollment versus improvements in student retention through the development of an enrollment projection model. (future phase)
6. Develop a data tracking system to track individual student and aggregate enrollment patterns (with IR) which should include who will collect the data elements and at what time of the term/year it will be collected (Started in this phase with the acquisition and partnership with highly qualified recruitment and retention system provider; and
7. To conduct and utilize predictive modeling analyses to determine which students are most prone to attrition thus improving student retention by increasing the pre-enrollment academic profile of an ethnically diverse undergraduate student body. (Started this phase – balance future phase)

Assessment Criteria

1. The SWOT analysis will allow us to gather external factors from the census and other sources through our Geospatial/Geo-demography program at the Penn Center to predict enrollment trends or factors that may give us new opportunities for programs. The software they are utilizing is Community Tapestry.

2. The qualified recruitment and retention system provider will allow us to examine our prospective and current student characteristics and identify core demographic indicators that associate with successful students or students that will be more likely to attend HACC. It will also allow us to identify new target populations and their characteristics.
3. The qualified recruitment and retention system provider; will allow us to establish more personal and on-going relationships with our prospective and current students. We will be able to track the type and magnitude of communication and services with each person. In many cases, we will be able to see the actual communication with the student.

“Recruit to enhance Student Success”

HACC seeks to have total movement, support, communication, activities work-flow and a highly personalized automated engagement with prospective students. The recruitment and retention system should enable highly automated, specialized, and customizable work-flow based on entry term, market segment, and enrollment funnel stage. The recruitment and retention system should enable HACC to create work-flows and communication paths that mirror current recruiting methods, while providing best practices and time-saving automation opportunities.

HACC must be able to import prospect data purchased from any leading student search lists, such as ACT, SAT, or other test score providers. HACC needs to be able to manage sophisticated, automated--yet personalized--communications (telephone, print, electronic) and in-depth Telecounseling follow-up support. HACC requires capability to choose from a wide range of communications, customizing or build effective and automated communications by: individuals, sub-group, groups, or market segments. All communications must be tracked and reported to multiple levels of specificity, with details and statistics monitored or summarized.

Centralized, Multi-channel Communications System

The recruitment and retention system should enable the consultation methodology of Noel-Levitz™ to help advance prospective students through the enrollment funnel. The recruitment and retention system should gather information from qualifying inquires / prospects / purchased names and uses multi-channel / multi-media messages to help advance the prospect's relationship through application, decision, commitment and enrollment. To mirror a relationship with our day-to-day recruiting process, applicants should be tracked and monitored at all points during their engagement: HACC prefers to use the Noel-Levitz created Enrollment Management Funnel Stage Process, often identified as Stage 100 for Prospects; Stage 200 for Inquiries; Stage 300 for Applicants; Stage 400 for Decision to admit; Stage 500 for commitment to enroll; and Stage 600 for enrolled.

Targeted Communications Plans and Campaigns

The recruitment and retention system should allow users to define student communication plans using a targeted campaign builder, which automates and makes actionable our activity work-flows based on entry term, market segment, and enrollment funnel stage. The recruitment and retention system should empower us to create these flows and paths to match the way we choose to recruit, providing “best practices” to automate the advancement of constituents in a highly personal, yet time efficient experience.

The recruitment and retention system should enable us to use our existing communications and/or vendor provided templates. The recruitment and retention system should provide communication templates and allows institutions to voluntarily share their most effective communication plans.

Automated Communications Scheduling

The recruitment and retention system should provide communication plan workflows which automatically determine if a needed action plan or communication has or has not happened by the action interval or time scheduled. The recruitment and retention system should automatically schedule and execute any communication action - email, print

mail, viewbook mailing, event scheduling / invitation, phone call, web notice, chat invitation, etc. The system should also track responses, notify needed next steps and automatically remind applicants about missing application pieces.

In addition to an automated action, for organized flexibility your staff can always insert unscheduled communication and/or activities into a prospect's individualized plan.

360° Communication Tracking

The recruitment and retention system should log and track all communications and communication activities. Complete histories are available for mailers, correspondences, email, instant message, chat, telecounseling and phone call inquiries. Complete threaded records should be maintained for contacts between prospects and staff: the prospect's communications history needs to be a comprehensive "picture" of all institutional contacts, enabling our staff to communicate more effectively and more efficiently. Available and permission-controlled data should be able to be sorted and drilled-down to multi-levels.

Incoming and outgoing communications should be monitored, tracked, controlled and adjusted to time sensitive or critical requirements. Online surveys and query tools need also to be automated to aid in recruitment and retention efforts.

The recruitment and retention system should include a comprehensive student web portal, telecounseling module, and events management components. In addition, The recruitment and retention system should allow recruiting staff to implement territory management strategies based on geographic and demographic criteria including the management of departmental and niche territories. Territory management should be complemented by a high school counselor component, wherein guidance counselors and community contacts are assigned to a unique market segment – allowing for personalized direct mail and email campaigns from admissions counselors to guidance counselors.

The recruitment and retention system should include a robust and intuitive reporting tool. Both web and client-server components are preferred which offer more flexibility, reliability, and security.

Online

Online student recruitment and retention capabilities should provide a personalized point of contact for a prospect to communicate with Harrisburg Area Community College. The student can apply online and create a personalized portal. The recruitment and retention system should enable prospective students to interact with Harrisburg Area Community College via Chats, Forums, IM, Surveys, and even targeted "Spotlight" information reflecting prospects individual interests. Time and resource savings should result; admissions counseling and processing times should be shortened, resulting in lowered costs and eased workloads.

The recruitment and retention system should provide "web-skins" that are easily configurable to look and feel like our existing college website. Enrollment management staff must be able to easily manage all content on the web portal with easy to use, user friendly online management tools. No additional help should be generally required from our IT staff. Further, student access should be improved as in feedback submission, enabling more enrollments with greater ability to work within a flexible system.

The recruitment and retention system should help us comply with all ADA requirements by empowering us to establish parallel sub-portals where the content management tools can be used with much larger font sizes for sight-challenged individuals.

The recruitment and retention system should be built on an open source environment, like the DotNetNuke platform, and supports "framing labels" and text in most all prominent world languages. The online content management tools should also enable us to easily create alternate language page versions.

Student Blogs and Chats

Prospective students need to feel actively connected to Harrisburg Area Community College when they can take part in Blogs and Chats with our current students and admissions staff. The recruitment and retention system should allow current students and admissions counselors to interface in a real-time environment through scheduled and instant chat sessions. The recruitment and retention system should online capabilities should empower us to establish these communications, effectively nurturing our prospective students as they advance as an inquiry, applicant, and as they complete their enrollment as a student.

Student Web Inquiry

The recruitment and retention system should enable student web inquiries to be captured continuously (online - 24/7) and all information is automatically integrated into the systems communications and activity workflows. Online requests for information and auto reply email functionality need to be included features within the Online capabilities.

Telecounseling

The recruitment and retention system should ensure efficient and effective phone campaigns and student prospect interactions. The system should empowers staff, temporary-help, volunteers and/or student-workers to deliver tightly controlled, yet timely and relevant communications.

More Efficient Management

The recruitment and retention system should allow managers to oversee Telecounseling staff workloads by auto-assigning phone calls to individuals or groups of counselors. The recruitment and retention system should facilitate better counselor time management by allowing the system's users to manage "calls due" and personal task list. Calls can be automatically scheduled as part of student communication plans, on an ad-hoc basis and/or can be assigned to individual counselors.

Streamline and manage communications

Calls should be able to be automatically assigned to any student communications plan based on any number of variables or at any stage in the recruitment funnel. Messaging consistency should be controlled by using time-saving communications scripts for scheduled calls and standard answers for frequently asked questions.

Tracking interactions and communication histories should ensure improved prospect satisfaction and program efficiencies. Communication monitoring should ensure personal and up-to-date information and prevents duplications, delays and lost enrollment opportunities.

Track Telecounseling success

The recruitment and retention system should address our Telecounseling needs by managing schedules, assigning calls, matching prospects and reporting detailed data. The recruitment and retention system should allow managers to track the real costs of Telecounseling programs with reports that include call success statistics - by caller, by counselor, by day and hour, by call type and by call result. Also reports in detail the times spent on the phone, by caller and by type of call. The recruitment and retention system should also track individual needs with notes screen and automated follow-up calling schedules.

Telecounseling supervisors should be able to manage call volumes, distribute call assignments and determine the most appropriate days and times-of-day for Telecounseling efforts. Supervisors need also to monitor the progress and success of each caller – identifying strong and weak points for strategic planning and Telecounseling or incentive programs.

**X. COST PROPOSAL SHEET FOR
08-06 - ENROLLMENT MANAGEMENT SOFTWARE**

The Bidder shall propose the costs to furnish the services in accordance with this RFP. Award will be made to the Contractor(s) whose proposal is most advantageous to the College.

The Bidder will enter below the total cost for the project by category. On the accompanying spreadsheet to this Request for Proposal, the Bidders will enter the cost by location on the first sheet of the Excel Spreadsheet. And complete the equipment list on the second sheet of the Excel Spreadsheet:

PRICING:

- A) Software Costs – Detail the costs, i.e. list by module based on type of cost structure – concurrent users, site license, etc \$ _____
- B) Training Costs – Detail the costs by module if appropriate Explain how cost / fee is determined – i. e. % of Purchase price; etc \$ _____
- C) Installation Costs – Detail the cost as appropriate \$ _____
- D) Implementation Costs – Detail the cost as appropriate \$ _____
- E) Any other costs not listed – Detail the costs as appropriate \$ _____
- F) 12 month support after warranty (1st year) \$ _____
- G) 12 month support after warranty (2nd year) \$ _____
- H) 12 month support after warranty (3rd year) \$ _____

RESPONSE SUBMISSIONS AND QUESTIONS

In responding to this RFP, describe if (and how) your product accomplishes the following. Respond to each question individually. If your product does not support or include a particular feature indicate “no response” at appropriate question.

Marketing & Communication

- 1) Describe how the user goes about defining market segments within the software. Can the market segments be defined by zip code, age, academic program, gender, ethnicity or a combination of one or more or other attributes? Explain.
- 2) How does the system track and distinguish from several marketing campaigns running in parallel?
- 3) How granular can the definition of communication events and actions be defined in the system?
- 4) Describe your product’s web presence and its ability to interact with prospects and students?
- 5) Describe features of your product such as live chat, blogs, instant messaging and other modalities of communication with prospects.

- 6) Describe how a live recruiter and counselor would interact with a student via your web presence.
- 7) Do you have capability to manage web advertisements using this product? Explain.
- 8) How are e-mail campaigns developed and administered within your product?
- 9) Does your product develop a personalized message based upon inquiry paths used, questions answered, demographics provided, etc? If yes, describe.
- 10) Does the system produce alerts when responses have not been made within specified time limits? If yes, describe.
- 11) Can responses and messages automatically be adjusted to the audience demographics? If yes, describe.

Compliance

- 12) Is the product FERPA compliant?
- 13) Is your product ADA compliant?
- 14) Does your product have a customer survey feature? If yes, describe.
- 15) Can prospects and students get 24/7 service from this product? If so, how and what services can be provided?
- 16) Does your product identify the source of an incoming inquiry?
- 17) Can your product be customized with HACC's branding?
- 18) Is there a global view of interactions with and status of an individual? If yes, describe.
- 19) Do you have a module or plug-in for online placement tests? If yes, describe.
- 20) Does your product have the ability to assure that those making inquiries provide sufficient information for follow-up and response? If yes, describe.
- 21) Is there a Financial Aid calculator/estimator included with your product? If yes, describe.
- 22) Does your system calculate the effectiveness of purchased lists? If yes, describe.
- 23) Will the product track the path of the user's visit? If yes, describe.
- 24) Describe how the system would be used by recruiters from a remote access site.
- 25) Does your product interact with mobile devices such as cell phones? If yes, describe.
- 26) Can the product differentiate between suspects, prospects, applicants and admitted? If yes, describe.
- 27) What are the processes involved for moving a student from one category to another? Can these processes be re-defined?
- 28) How does the system handle the import of ACT and/or SAT data?

- 29) Can the system develop a critical path to enrollment: daycare needed, financial aid of \$3,000 required, evening classes, etc? If yes, describe.
- 30) Describe how prospects/applicants/admitted can check their status on the system.
- 31) How easy is it to incorporate links to other systems at HACC giving the one-stop-shop feel?
- 32) Does the system have context specific help? If yes, describe.
- 33) Can the system detect when the student or prospect needs help but has not asked for it? If yes, describe.
- 34) Does the system have an automate phone dial and message feature? Is the success of the calls measured? If yes, describe.
- 35) Describe how workflows are setup and managed within the system.
- 36) What provisions do you have for use of the system by those with disabilities?
- 37) Can the system deliver streaming video, pod casts, and video blogs? If yes, describe.
- 38) Describe any tools the product provides for pre-enrollment and academic counseling?
- 39) Does the system allow communication between prospects? If yes, describe.
- 40) Can the system identify what is preventing an admitted from enrolling and then trigger a response event? If yes, describe.
- 41) How would the system handle the entry of a large volume of prospects from one recruiting event?
- 42) Can the system detect if they are ready to register and close the sale? How does the system go about closing the sale?
- 43) How does the system connect prospect interest with the appropriate advisor and/or office on campus?
- 44) Can the system detect prospect frustration, e.g. incomplete application; too much time spent without a response; difficulty in recovering abandoned shopping carts, etc?

Technical

- 45) Can HACC utilize multiple domain names for the products web presence? If yes, describe.
- 46) How does your product lend itself to optimization for e-marketing?
- 47) How does your product transfer data to and from other systems?
- 48) How does your product automate the uploading/downloading of data from different sources?
- 49) Can the software identify duplicate prospects and do you provide a tool to assist with clean-up? If yes, describe.
- 50) What functions have to be performed by the systems administrator?
- 51) What functions have to be performed by the applications administrator?

- 52) How does your product support data integrity and standardization?
- 53) Does the system have programming hooks to extract and load data into a foreign system on a real-time basis? If yes, describe.
- 54) What technology is your system built upon?
- 55) How often do you release patches for the system, and what provisions do you have for managing customization?
- 56) Is the database update in real-time or are there any batch processes?
- 57) How is the system backed-up and does this require any downtime?
- 58) Can the system be scaled for high volume peaks and how is this achieved?
- 59) From a user standpoint, what resources would be needed on a daily basis to operate the product by a non technical user? Please include requirements for
- 60) Hardware
- 61) Disk space
- 62) Operating Systems
- 63) Required Software
- 64) Connections
- 65) Accessibility for Technical Support
- 66) Remote Desktop Software for Technical Support Access
- 67) Support Workstation
- 68) Accessibility for Technical Support, Remote Desktop Access, Any additional software
- 69) Printer requirements/info
- 70) Database Server Requirements
- 71) Hardware, External, Hardware, Operating Systems, DBMS, Connections
- 72) File Server Requirements
- 73) Hardware, Connections, Hardware, Disk Space, Operating Systems, Services, Connections
- 74) Web Server
- 75) Hardware, Disk Space, Operating Systems, Services, Connections
- 76) What type of custom reports are included with the product?
- 77) What is the typical timeline and resources needed to implement the product?
- 78) Would HACC have to license any third party software products to achieve its vision for SEM?

- 79) Do you use industry standards such as XML when you import/export data? If yes, describe.
- 80) Is your product a web-based product or client-based product? If both, does the web-based product have the same functionality as the client-based product? If client-based, please describe the client requirements.
- 81) How many simultaneous users will the system support?
- 82) Is the system scalable in terms of hardware and software in terms of growth of user base? If yes, describe.
- 83) How do you convert legacy data from existing ERP or other targeted sources of data?

Reporting & Business Intelligence

- 84) Describe in detail the suite of developed reports.
- 85) Describe in detail how the system can be used to generate ad hoc and customized reports and the skill set needed. Can data from other databases be incorporated into these reports and if so how?
- 86) Describe the data elements that can be captured as part of the base product -- such as gender, career goals, peer leaders/influencers, etc?
- 87) How would HACC add an additional data element to the product and incorporate it into the inquiry screen and/or reports?
- 88) How does your product provide report and analysis of marketing campaigns?
- 89) How does your product lend itself to Business Intelligence and dash boarding?
- 90) Do you currently have a provision to leverage existing data warehouses? If yes, describe.
- 91) Does the product store communication history and is there any business intelligence or trend analysis performed on this data? If yes, describe.
- 92) How does the system build its knowledge base?
- 93) During peak times can the product prioritize the hottest prospects through data mining score carding, or other means? If yes, describe.
- 94) Does the system provide scoring of the likelihood to enroll and then trigger action events? If yes, describe.

Training & Usability

- 95) What typical training is required for implementation; specify user roles and time needed.
- 96) What functions can be performed by the end-users?
- 97) How does your product minimize data entry?
- 98) Describe how user-friendly the system is for each user type.
- 99) Are there any particular user areas where special or unusual training is required?
- 100) Please describe your Technology Environment

General Questions for all Bidders

(Answer these questions in the same format as previous questions).

1. What is the typical approach your firm uses for implementation? Any unique features or services?
2. What are typical implementation/start-up costs beyond software purchase price?
3. Can the implementation be fast tracked?
4. What is the installed user-base?
5. Is your product installed in any community college? Please provide the contact information for three community college client references.
6. Please describe in detail how Harrisburg Area Community College will receive a return on investment if we purchase and implement this product successfully.

BIDDER INFORMATION AND IMPLEMENTATION PLANS

General description / location of firm's head office

Demonstrated Experience

Demonstrated experience in the provision of products and services in comparable institutional environments similar to HACC. Please include the following details.

- Name and Location of Higher Educational Institution
- Scope of the project you were involved with
- Initiation including start and completion dates
- Problems encountered and Solutions provided

Client References

List of a minimum of three (3) non-HACC client references for relevant projects with contact name(s) and telephone number(s) and the written authority for HACC representatives to interview those references. Interviews may be used to determine the potential proponents customer service ability and are considered to form part of the company qualifications.

Projects Delivered

- Indication of how required services for the above projects were delivered to include; if necessary.
- Statement of the potential proponents approach to the implementation process.
- Time frame for completion of the assignment and scheduling milestones met; note any fast-tracked projects completed.
- Demonstrated creativity and innovation.
- Demonstrated effective communications between solution provider(s) and clients.

Implementation Timeline

Provide your Implementation Timeline for HACC – Describe how your implementation can help ensure our staff's proficiency to start successfully recruiting for the next term!

Ongoing Support – Describe your process which helps ensure our staff's proficiency.

Bidder's Qualifications

Financial Statements

Bidders are requested to provide copy of most recent audited financial statements.

Unique Qualifications

Additional information outlining unique qualifications relevant to this project may also be submitted.

Resources to Implement

What resources will be required to implement the solution? How much HACC staff time will be required to implement? Is there implementation support provided by provider? Staff training and ongoing support?

Examples of Similar Work

Provide examples of previous similar work to assist in developing a scope expectation and what the net budget amount was for these projects

Statement of interest pertaining to this RFP

Describe your organizations interest in HACC's success and specifically in this project. Outline your corporate vision for community college effective enrollment management, and for product development empowered by user partnerships and user guidance.

Company Name: _____

Authorized Signature: _____

Title: _____

Date: _____

XI. Notification of Intent to Submit Proposal

NOTIFICATION OF INTENT TO SUBMIT PROPOSAL

Please refer to the Request for Proposal Package covering ENROLLMENT MANAGEMENT SOFTWARE for Proposal Number **08-05: ENROLLMENT MANAGEMENT SOFTWARE** for Harrisburg Area Community College.

If you are interested in submitting a Proposal, please fill out the information requested below and return this form to Garry Crider, Director of Purchasing, Harrisburg Area Community College, One HACC Drive, Harrisburg, PA 17110 no later than **Wednesday, August 8, 2007, by 2:00PM**. Or fax this document to 717-780-2325 or e-mail this document to cgcrider@hacc.edu.

Name of Organization _____

Mailing Address _____

Representative's Name _____

Representative's Title _____

Email Address _____

Phone Number _____

FAX Number _____

We intend on doing the following: (check one)

- 1. () We will submit a Proposal
- 2. () We will NOT submit a Proposal

If number 2 is checked, please give a brief explanation in the spaces provided.

Signed: _____ Date: _____

XII. Notice of Intent to Attend the Mandatory Site Visit

NONE REQUIRED

Harrisburg Area Community College
Request for Proposal
08-05 – ENROLLMENT MANAGEMENT SOFTWARE

Harrisburg Area Community College is requesting quotes for **ENROLLMENT MANAGEMENT SOFTWARE**. A copy of **RFP # 08-05** may be obtained at: www.hacc.edu (click on “Business & Community” – under “Purchasing”, click on “Request for Proposals”) beginning **Saturday - July 21, 2007**. Responses due by **11:30AM** on **Thursday – August 9, 2007** in Whitaker Hall room 130. Harrisburg Area Community College reserves the right to accept or reject any or all Proposals. HACC is committed to providing opportunities for Minority Business Enterprises (MBE), and Woman Business Enterprises (WBE). HACC encourages MBE and WBE firms to submit a Proposal for the Work and all bidders to proactively solicit MBE and WBE firms in the bidding and subcontracting process.