UNLV | PURCHASING & CONTRACTS

BUSINESS CENTER SOUTH
THE NEVADA SYSTEM OF HIGHER EDUCATION ("NSHE"), ON BEHALF OF THE
UNIVERSITY OF NEVADA, LAS VEGAS ("UNLV")

REQUEST FOR PROPOSAL #626-DC
FOR THE GRADUATE COLLEGE ONLINE APPLICATION AND CRM SYSTEM

RELEASE DATE: Friday, November 7, 2014

LAST DAY FOR QUESTIONS: Thursday, November 13, 2014 at 5:00pm PST

LAST DAY FOR ADDENDA : Tuesday, November 18, 2014 at 5:00pm PST

OPENING DATE, TIME and LOCATION: Tuesday, November 25, 2014 at 3:00pm PST

SUBMITTAL LOCATION: University of Nevada, Las Vegas
4505 Maryland Parkway
Campus Services Building, Room 235
Las Vegas, NV 89154-1033

Sealed proposals, one (1) original, **three (3) copies** and one (1) electronic copy on CD or flash drive, and only one (1) Pricing Response Form (defined below) is required, subject to the terms, conditions, and scope of services herein stipulated and/or described herein, will be publicly opened as stated above ("Proposal(s)")**. All Proposals must be received on or before the opening date and time to be considered.**   Proposals may be mailed or hand delivered to the address above. Please go to http://maps.unlv.edu/ to view a map of UNLV campus.

If you should have any questions regarding this Request for Proposal, fax or e-mail your questions directly to the Purchasing Representative:

Donna Cruzado
donna.cruzado@unlv.edu
Phone: (702) 895-0968
Fax: (702) 895-3859

Companies wishing to do business with UNLV must first register as a supplier at the following website: https://supplierregistration.purchasing.unlv.edu/. If you need assistance or have questions please send your inquiries to Supplier.Registration@unlv.edu.

SECTION A
INTRODUCTION

1. **PURPOSE OF REQUEST**

   UNLV invites interested parties to submit a Proposal for any or all parts of the following: a UNLV Graduate College application system (admissions, GAs, scholarships and fellowships), a customer relationship management (CRM) system, and a cloud based platform upon which a CRM and related applications specifically for higher education can be built (i.e. graduate retention, communications, tracking, data, events, placement, etc.). Companies and/or consultants with out-of-box systems as well as custom-build or home-grown systems are invited to respond; all systems must be hosted as Software as a Service (SaaS). Proposers may submit bids for any part(s) of the requested systems or as a solution to meet all posted requirements.

2. **UNIVERSITY OF NEVADA, LAS VEGAS**

   UNLV is located in the city of Las Vegas and is emerging as a premier urban university. UNLV currently has over 220 undergraduate, masters, and doctoral degree granting programs and serves approximately 28,000 students. Additionally, there are approximately 3,000 faculty and staff. The University's 340-acre campus is located in the southeast part of the City, near the McCarran International Airport and the Las Vegas Strip.

3. **TERMINOLOGY**

RFP	The term "RFP" as used throughout this document will mean Request for Proposal.
PROPOSER	"Proposer(s)" as used throughout this RFP document will mean the respondent(s) to this Request for Proposal or you, as applicable.
CONTRACTOR	Successful Proposer(s)
CONTRACT DOCUMENTS	The Request for Proposal documents, Proposer's Proposal and any mutually agreed upon written modifications
CONTRACT	"Contract" is the final agreement with the Contractor.
DIRECTOR	The term "Director" as used throughout this document will mean the University of Nevada, Las Vegas Director of Purchasing and Contracts.
REQUEST	Request for Proposal, RFP
RFP RESPONSE FORM	Proposer form submitted in Section F by an authorized representative for the Company named on said form, acknowledging that he/she/it has examined this RFP including any related documents, and hereby offers to furnish all labor, materials, tools, supplies, equipment and services necessary to comply with the specifications, terms and conditions set forth

herein and at the prices (or royalty rates/Royalty Fee payments, as applicable) stated.

ROYALTY OR PRICING
RESPONSE FORM

Proposer form submitted in Section E defining the royal percentage payments for Proposer ("Proposer Payment") and the related royalty fee payments to UNLV ("UNLV Royalty Fee").

GENERAL TERMS
AND CONDITIONS

By submitting a Proposal, you and all respondents (as applicable), acknowledge and agree with the terms and conditions upon which the Proposals will be evaluated, and the Contract awarded as set forth in Section C.

MINIMUM CONTRACT TERMS

Included in this RFP are certain standard minimum contract terms and conditions which shall be included in the final and more extensive Contract with the Contractor. All UNLV contracts are subject to existing contracts (and any replacement contracts thereof).

UNLV

University of Nevada, Las Vegas

NSHE

The Nevada System of Higher Education. NSHE is Nevada's public higher education system. It is comprised of four community colleges, one state college, two universities and one research institute.

BOARD OF REGENTS

The elective body that has been vested by the Constitution of the State of Nevada to have exclusive control and administration of NSHE. The Board of Regents is the contracting party for any NSHE contract. The Board of Regents acts on behalf of UNLV.

COMPANY(IES)

"Company" shall mean the legal entity of the applicable Proposer, whether a sole proprietorship, corporation, LLC, Partnership, or other legal entity, and any person(s) acting on behalf of such entity.

SECTION B
SUBMISSION INSTRUCTIONS

UNLV invites the submission of Proposals on the material and/or services specified within this RFP. Please read carefully all instructions, introduction, general terms and conditions, Purchase Order terms and conditions, scope of work and/or specifications, Pricing or Royalty Fee Response Form, RFP Response Form, sample insurance form, and Minimum Contract Terms, if applicable. Failure to comply with the instructions, terms and conditions, scope of work and/or specifications, of this RFP may result in your Proposal being declared non-responsive.

1. **PREPARATION AND SUBMISSION**

    a) The Proposer is expected to examine the entire RFP including any attachments. Failure to do so will be at the Proposer's risk.

    b) If it becomes necessary to revise any part of this RFP, a written addendum will be provided to all Proposers. UNLV is not bound by any oral representations, clarifications, or changes made in the written specifications by UNLV employees, unless such clarification or change is provided to proposers in written addendum form from the Purchasing Department. All addenda must be acknowledged on the **RFP Response Form.** Proposal may be considered non-responsive in the event Addenda are not acknowledged.

    c) The Proposal submitted should not exceed **fifty (50)** pages. Other attachments may be included with no guarantee of review.

    d) All Proposals shall be typed in a font no smaller than 10 points on 8 ½" x 11" paper bound with tabbed dividers labeled by section to correspond with the evaluation information requested.

    e) **If applicable, prices are to be submitted on the Pricing Response Form provided or true copies thereof** and must be manually signed by pen. If any erasures or changes appear on the form, each such correction must be initialed by the person signing the Proposal. Proposers shall include with their forms the necessary documents or attachments as required in this RFP document. **All figures must be written in ink or typewritten.** If there are discrepancies between unit prices quoted and extensions, the unit price will prevail.

    f) Proposals along with all required documents as described in this RFP must be sealed and submitted in an envelope with the response form and MUST indicate the name of the Proposer, RFP number, title as listed on the first page of the RFP, and date and time of opening on the outside of the envelope. **Telegraph, facsimile, email or telephone Proposals will not be considered. Pricing MUST be submitted in a separate sealed envelope.**

    g) The Proposer should submit the required number of responses as indicated on the first page of this RFP. The name of the Proposer's Company shall be indicated on the spine and/or cover of each binder submitted.

    h) No responsibility will attach to UNLV or any official, regent, or employee thereof, for the pre-opening of, post-opening of, or the failure to open, a Proposal not properly addressed and identified.

    i) Alterations, modifications or variations may not be considered unless authorized by this RFP or by an addendum.

    j) When not otherwise specified, Proposer must definitely state time of proposed delivery. Days must be calculated in consecutive calendar days.

k) All equipment or supplies shall be new, and of the manufacturer's current model unless specified herein.

l) Any irregularities or lack of clarity in the RFP should be brought to the attention of the Purchasing Department, as soon as possible so an addendum may be furnished to all Proposers.

Any clarification of instructions, terms and conditions, insurance or offer preparation shall be made only by the official Purchasing Representative. Verbal clarifications will not be binding. Written clarifications will be by addenda and posted on the UNLV Website: http://go.unlv.edu/purchasing/solicitations and/or emailed or faxed to all prospective Proposers who received a copy of the RFP. Proposers who have registered with the Purchasing Department may be notified via fax as well.

m) Altering any of this RFP may render the Proposal null and void.

n) Companies submitting a Proposal in response to this RFP are certifying that it has had no contact with an employee or member NSHE/UNLV in any manner which would give that Company submitting such a Proposal, any advantage over any other Company submitting one. Employees and members of NSHE/UNLV shall not receive any compensation, in any manner or form, nor have any vested interest, directly or indirectly, of any kind or nature inconsistent with loyal service to the public. A violation of the above shall be just cause for rejection of that particular Proposal without further consideration.

o) All Proposers, by signing the **RFP Response Form,** certify that they agree to the terms and conditions set forth in this RFP and attached Minimum Contract Terms (**including all insurance requirements**) unless otherwise stated.

p) All Proposers, by signing the **RFP Response Form**, certify that they are an Equal Opportunity/Affirmative Action Employer, unless otherwise stated.

q) Proposals, attachments and **RFP Response Form** shall be enclosed in sealed envelopes and submitted as instructed on page one of this RFP document.

r) UNLV accepts no responsibility or liability for any costs incurred by a responding Company prior to the execution of the Contract.

s) UNLV reserves the right to contract for less than all of the services identified herein.

t) **Proposals are not to contain confidential/proprietary information.** UNLV is subject to the Nevada Public Records Law. Proposals must contain sufficient information to be evaluated without reference to any confidential or proprietary information. Any Proposal submitted that is marked "confidential" or "proprietary," or that contains materials so marked, may be returned to the Proposer and not be considered for award.

2. **EVALUATION OF PROPOSALS**

a) At the date and time stated in this RFP, all Proposals will be opened publicly and the name of the respondents/Proposers will be recorded. To maintain confidentiality of all responses, no other information will be revealed at the opening or during the evaluation process.

b) An evaluation committee shall evaluate Proposals based on the criteria listed below. UNLV reserves the right to create a "short list" of Companies to be interviewed. The Companies invited to interview will be evaluated again using the same criteria, but the second scoring will be based on

each respondent's/Proposer's presentation and discussion. At the conclusion of the evaluation, the committee will recommend the Company(ies) for award.

c) A Contract, or multiple contracts to cover the full scope of work, will be awarded on the basis of which Proposal(s) UNLV deems best suited to fulfill the requirements of this RFP and meet UNLV's needs. UNLV also reserves the right not to make an award if it is deemed that no single Proposal fully meets the requirements of this RFP and/or meets the needs of UNLV.

d) UNLV will be the sole judge as to the acceptability, for our purposes, of any and all Proposals.

e) Any letters of recommendation that are submitted with the Proposal, but not specifically requested, will not be evaluated.

f) Proposals will be evaluated according to the evaluation criteria stated below:

Weighted Evaluation Criteria	**Possible Points**
1. Experience, Reliability & Stability	10 Points Possible
2. Proposed Software/Functionality	35 Points Possible
3. Implementation, Training, and Maintenance	15 Points Possible
4. Fees	40 Points Possible
Total Possible Points	**100**

1.   Experience, Reliability & Stability   10 Points Possible

The Proposer should provide the following information about his/her Company so that UNLV can evaluate the Proposer's stability and ability to support the commitments set forth in response to the RFP. UNLV, at its option, may require the Proposer to provide additional documentation to support and/or clarify the requested information. The Proposer's outline of the Company's background should include:

a) How long the Company has been in business, and how long the Company has been in the business of providing registration systems to higher education institutions? List how much money your Company annually invests in research and development for the proposed software.

b) A brief description of the Company (e.g., past history, present status, future plans, etc.). Identify the number of employees in your firm, the ownership and if the Company has ever filed bankruptcy, been in loan default, or if there are any pending liens, claims or lawsuits against the firm.

c) Provide a statement of qualifications describing your firms' knowledge and experience in providing and maintaining higher education registration systems.

d) Describe if your firm has had a contract terminated for default in the last five years. Termination for default is defined as notice to stop performance due to the Proposer's non-performance or poor performance or if the issue of performance was either (a) not litigated due to inaction on the part of the Proposer, or (b) litigated and such litigation determined that the Proposer was in default. Submit full details of their terms for default including the other parties' name, address, and telephone number. Present the Proposer's position on the matter. UNLV will evaluate the facts and may, at its sole discretion, reject the proposal on the grounds of the past experience. Indicate if no such termination for default has been experienced by the Proposer in the past five years.

e) Attach an annual report, 10K, or other certified statement of financial condition such as a recent audited financial statement.

f) Identify five (5) customer references for whom Proposer has provided similar goods and services. References should be from higher education, and if possible, include any references for clients from graduate schools or graduate colleges. For each reference, please provide the following information:

1. Name and address of the organization
2. Year the goods/services were provided
3. Reference contact person (name, position, phone number, and e-mail address)
4. General description of goods and services provided
5. Any other information Proposer deems relevant

Note: The Proposer certifies that it is empowered to use the names of references it provides and agrees that UNLV may contact these references.

2. Proposed Software/Functionality   35 Points Possible

Proposers shall address, with specifics, the features the product(s) offered provides in relation to each of the requirements / needs shown. Proposals for a portion of the scope of work will be accepted but please indicate this on your proposal. Proposers shall address whether the product(s) offered requires modifications, customizations, the extent of the customization including projected size (minimal, small, significant, or major), if a work-around is available, if there is a third-party integration or solution in place, or if the requirement / need will be addressed by a future release and if so, indicate the projected time frame for the release.

Provide the name of the software, release version name and number (as applicable) and list of all modules you are proposing.

- How long has your solution been on the market? How long have you been in higher education data/systems consulting business?

- For companies (if applicable), what is the current release version of your product?

- For companies (if applicable), how many prior versions of your product have been released to the market?

- What percentage of your Company's staff is dedicated to your proposed solution or services?

- Please describe any relevant awards or analyst coverage your solution or consulting firm has received.

- Has your proposed system been replaced at another entity by a competitor's system? If the answer is yes, explain why.

2.1 Reporting: Describe how the proposed solution meets or otherwise addresses each of the following that pertain to your product or service:

2.1.1 Offers a query tool that provides real-time data access that is easy to use for non-technical end users. Users can report on and print any item per selection criteria defined by the user, including specific values, ranges, conditions and fields within the solution.

2.1.2 Can provide utilization/audit reports.

2.1.3 Allows for reports to be output in multiple formats and for standard reports to be created, scheduled, and emailed to groups of administrators. Standard reporting will include, but not be

limited to: evaluation form summary reports, registration and attendance, financial, enrollment management, certificate tracking, and membership tracking report.

2.1.4 Has the capability to produce internal reports by unit as well as institution-wide reporting.

2.2 Technical: Describe how the proposed solution meets or otherwise addresses each of the following that are relevant to your product or service:

2.2.1 Describe the hardware/software/browser requirements of functional users' desktop and/or laptop computers; must be PC and Mac compatible and if you anticipate any changes to these requirements in the future.

2.2.2 Explain how you provide the ability to interface or communicate with other systems on multiple and diverse platforms; should be responsive so that solutions are all available to users and prospects in mobile, tablet, and web environments. If this is a mod or requires additional fees, include that information.

2.2.3 Explain the proposed solution's uptime, scheduled downtimes, and service level commitments.

2.2.4 Explain how your solution distributes volumes of outbound email or communications with merged data and personalization to customers.

2.2.5 Identify which components of your product(s) or service(s) are provided by third-party technology partners. This includes OEM software, hosting, et al.

2.2.6 Provide the third-party technology partner(s) name(s), address(es) and contact(s).

2.2.7 Explain why underlying technology(ies) for the component(s) are provided by third-party technology partner(s).

2.2.8 Describe how often the software is updated and releases made available.

2.2.9 Explain the maximum number of concurrent users that can be logged in simultaneously on your system and supported. Describe how your system defines concurrent users.

2.2.10 Explain if and how your solution supports ODBC data sharing.

2.2.11 Describe if and how you deliver the following preferred solutions:

● A comprehensive data dictionary of database.
● Ability to add/delete/change fields and tables to the database for local needs.
● A simple (administrator) end user ability to monitor system performance.

2.2.12 Provide a roadmap of your hardware/software solutions that reflects their present states as well as future states for at least the next 18 to 24 months.

2.2.13 Describe if the solution allows for routine (real time) data imports and exports between our PeopleSoft system (we already have Cast Iron).

2.2.14 Explain and describe if the solution uses validation and prompt values wherever possible for data entry, and displays messages that are clear and meaningful to users when there is a validation error. Can we customize messages based on users?

2.2.15 Explain if the solution has mechanisms to detect and alert to possible duplicate person entries, applications, and other possible duplicate entries.

2.2.16 Does the solution produce ADA accessibility/standards compliant code in all interfaces? This is critical and you need to provide details on how your solution will work.

2.2.17 Describe how customizations are preserved during upgrades.

2.2.18 Explain how standard data integrity processes are implemented (row locking, etc.), and options for managing multiple user levels and security profiles.

2.2.19 Please explain if and how your solution integrate with Salesforce.com, with Qualtrics, with Tableau, and with with PeopleSoft? Provide examples of implementations in higher education, preferably at the graduate level, that evidence this/these integration(s).

2.3 Security: Describe how the proposed solution meets or otherwise addresses each of the following:

2.3.1 Explain how your system authenticates users with LDAP. If you do not utilize LDAP describe the authentication method used.

2.3.2 Does your solution offer the capabilities to fit into a single sign-on model? If yes, explain.

2.3.3 Do you use an API to manage the authorization data in our Identity Management System? Describe how you deliver this solution?

2.3.4 Explain if your system is a web-based, integrated workplace management solution that is accessible via web browser on workstations and mobile devices. Does it require plug-ins or software to be installed on end-users workstation or devices? Are there any known issues in particular electronic or computational environments? If so, explain.

2.3.5 Describe the audit trail capabilities of the system (auditing from within the applications as well as outside the application).

2.3.6 Describe your data security model.

2.3.7 Explain how often system data is backed up.

2.3.8 Explain if and how your system provides offsite backup storage. For the SaaS cloud based platform proposers, hosting and back-up is required.

2.3.9 How will data be protected? Address in regards to data retention, encryption, training, etc.

2.3.10 Describe if and how the solution allows for user access controls that can be configured allowing for access to different system features/functions based on roles/groups/departments/programs. This extends to view/update access in particular areas based on roles/groups and data elements within a function or feature.

2.3.11 Describe how the solution supports local and distributed account bases (i.e.: local user accounts and LDAP user accounts), local account users having profile self-service in regards to setting their password as well as password recovery/re-setting options, log on credentials that are encrypted between client and server, and configurable user timeout sessions.

FUNCTIONAL

2.4 Describe how the proposed solution meets or otherwise addresses each of the following:

2.4.1 The solution is, or functions within, a cloud-based CRM, open source environment. Explain.

2.4.2 The solution supports the use of e-mail addresses for student user ids. It allows students the ability to login, view, and change their own contact information and passwords. Can prospects who become students use a single account login/ID for all applications (admission, multiple GAs over multiple semesters/years, scholarships/fellowships each year, etc.)?

2.4.3 Explain the CRM functionality of your product or service, specifically in the higher education environment.

2.4.4 Explain if and how users or administrators can change their user ids.

2.4.5 The system allows users to access a "forgot password" and/or reset password function, and offers the ability for students to request their password be e-mailed to them.

2.4.6 The solution provides communication tools for students. Describe the list of options and functionality for student communication within the system, including prospects, applicants, admitted students, enrolled students, and graduates (if applicable).

2.4.7 The solution supports a branded interface. Please describe.

2.4.8 Does the solution allow any services through social media/apps?

2.4.9 Explain if the solution can require students, or any/all users, to read and acknowledge messages within the system. Can actions be blocked until a user accepts, replies, or agrees to a message?

2.4.10 The solution provides PCI compliant online payment options, including EFT and credit card authorizations. It also allows participants to pay their bill using multiple tenders.

2.4.11 The solution will allow financial calculation of award packages and tuition/fees.

2.5 Administrative: Describe how the proposed solution meets or otherwise addresses each of the following:

2.5.1 The solution supports the ability to correct errors – tracking changes by user IDs.

2.5.2 The solution supports the tracking of individual status from lead, prospect, application, registration, certificate completion, alumni status, and member status (as applicable).

2.5.3 The solution supports reporting of an enrollment funnel (applications received, admitted, denied, etc.) and of conversions (leads/inquiries versus enrollments), as well as this data by student type or category.

2.5.4 The solution provides contact management features related to enrollment tracking, or is compatible with available solutions to do so. Explain.

2.6 Registration: Describe how the proposed solution meets or otherwise addresses each of the following:

2.6.1 The solution allows a student's record on the system to be looked up by student ID, birth date, name, previous names, preferred name, partial name, email address, or street address.

2.6.2 The solution allows administrators to merge participant records when a person creates multiple accounts.

2.7 Marketing: Describe how the proposed solution meets or otherwise addresses each of the following:

2.7.1 The solution offers a range of options for marketing planning and assessment to help quickly and efficiently assess which marketing tactics are most effective.

2.7.2 The solution allows administrators to modify the metadata of an offering display in order to improve internet search results.

2.7.4 The solution offers social media marketing strategies and has the ability to collect data on social media marketing, or is easily compatible with a service to do so. Explain.

2.7.6 The solution supports the recording of marketing data at the time of application. e.g. "How did you hear about our programs?" data mining to research new areas of program development, and includes an online survey tool. Can solution report on text based responses (as opposed to checked boxes)? Explain.

2.7.7 The solution provides the ability for end users to conduct A/B testing on mailing lists and track and store results (randomly split group into groups A and B to receive different marketing materials).

2.7.8 The solution has a variety of automatic email options, or seamlessly connects to products that do so. This may include the ability to send an opt-in message to allow recipients to indicate whether or not they want their email address used for communications; optionally sends specific messages to a participant after they have responded to survey questions;; bulk email messages, with unsubscribe functions and tracking capabilities (e.g., links clicked, open rates, etc.).

2.7.9 The solution provides statistical analyses of incoming/outgoing communications, open rates, click through data, etc. Explain.

2.7.10 The solution provides campaign tracking features, including use of promotional codes, the ability to tie specific marketing pieces to programs, and matches individuals on mailing lists and/or in specific marketing campaigns to enrollments.

2.7.11 The solution collects and retains marketing data. This may include profile data for applicants, prospects, alumni, current students,data for program areas, and targeted marketing campaigns.

2.7.12 The solution allows for easy extraction of information for a catalog, brochures, and/or other promotional pieces, and the ability to generate mailing lists by day, month, term, year, etc. for different participant groups (prospects, student, members, etc.).

2.7.13 The solution automatically records all mailings and contacts with each prospect / student

and provides access to an online display of mailings and contacts to any authorized individual.

2.7.14 The solution allows specific groups to be targeted with specific mailings and allows letters created with word-processing software (e.g., Microsoft Word) to be integrated into the system.

2.7.15 The solution supports multiple target groups and allows for target groups to be changed at any time to suit the tactic of particular recruiting efforts. Please explain if and how target groups can be changed within this system.

2.7.16 The solution allows a unique identification number to be automatically assigned to each prospect and allows "ticklers" to be created by the institution for automatic prospect follow-up.

2.7.17 The solution allows statistical reports to be created including unlimited biographic, demographic, and employment information, relationships, involvements, achievements, interests, salutations (with criteria for selection), alternate address (with effective dates and other criteria), previous names, communications history, and other data to be easily maintained for constituents.

2.7.18 The solution allows each incoming and outgoing communication (letter, memo, telephone call, visit, etc.) with each constituent to be personalized, recorded and the complete history viewed online or printed out at any time.

2.7.19 All communications should be dynamic, allowing for many if/and/or statements. Explain.

2.7.20 The solution allows for clean and/or custom URLs.

Address whether each feature/ requirement listed in Section D: Scope of Work is included in your proposed solution. Provide additional comments and clarification, where necessary, to explain whether your proposed solution includes/does not include the particular requirement.

3. Implementation, Training, and Maintenance   15 Points Possible

The Proposer should provide a detailed implementation plan for the proposed solution/service/consulting. The proposed plan should include an estimated time frame from the date of award to completion of various stages of the implementation process, to include required and optional training.

3.1 Implementation: Our preference is to start implementation as soon as possible in 2015. The admissions application and CRM for prospects must be implemented in May 2015, to be followed in stages by additional parts of the system. The new system needs to be fully implemented no later than January 1, 2016. We expect this to include implementation, configuration, and training.

3.1.1 Describe your recommended implementation strategy, best practice consulting options, and professional services. UNLV requires the review of consultant's credentials/experience and reserves the right to request replacement if he/she fails to meet expectations at any time.

3.1.2 Provide task lists and timelines for a standard implementation. Include examples for Proposer hosted or UNLV hosted, if applicable.

3.1.3 UNLV currently uses the Hobson's ApplyYourself software. Please explain your plan for converting data from the existing system to your system.

3.1.4 Business process analysis will be conducted and re-engineering training provided prior to

implementation.

3.1.5 Outline the staffing and composition of the implementation team. Include UNLV staff and roles, Proposer staff and roles, and proposed hours required for successful implementation. What type of commitment of resources and time will be required of UNLV?

3.1.6 Identify any third party companies involved in your implementation strategy and describe these relationships. Indicate whether these relationships are required or optional for implementation of the proposed solution. Be sure to detail requirements related to the third party vendor.

3.2 Training:

3.2.1 Describe the training options available in support of this product and implementation. Include training for functional and technical users.

3.2.2 Describe the training methods available such as on-site, online instructor led, online self help, documentation, etc.

3.2.3 Describe your training best practices and what you would recommend for a successful implementation of this product.

3.3 Maintenance Support

3.3.1 Explain what type of documentation, or help system, is included with the CRM solution.

3.3.2 Do you support user groups or advisory boards for the proposed solution? Do they operate independently from your Company? Are they national or regional? Explain.

3.3.3 What services or events do you offer clients to maximize or leverage the features / functionality of the solution?

3.3.4 Describe how you manage on-going contact with your clients. Would UNLV be assigned an account manager? What expertise would that person have to support our needs?

3.3.5 How do you obtain and prioritize feedback for changes or enhancements to your solution? (i.e. user groups, customer service, company representatives, etc.)

3.3.6 Define phone and web support provided and any priority system to provide for urgent support, hours of operation, location of support services, and any plans to change hours of operation. Include support for both functional and technical needs. Are upgrades included? How are they handled?

3.3.7 Address whether each feature/ requirement listed in Section E, Scope of Work is included in your proposed solution. Provide additional comments and clarification, where necessary, to explain whether your proposed solution includes/does not include the particular requirement.

4.   Fees (In separate sealed envelope)   40 Points

Proposers are instructed to provide their fees on the Pricing Response Form, Section E.

Technical and Pricing proposals must be submitted in separate, sealed envelopes. Note: no cost information is to be included in the Proposer's technical proposal. The Technical

and Financial proposal envelopes should be submitted together in a single sealed package/envelope.

3. **LATE PROPOSALS**

Formal, advertised Request for Proposals indicate a time by which the Proposals must be received in the Purchasing Department. Any Proposals received after that date and time will be rejected and not be considered or will be returned unopened upon request by, and at the expense of the Proposer. Proposer is responsible for ensuring third party deliveries arrive at the time and place as indicated in this RFP document.

4. **PUBLIC OPENING OF RFP's**

At the date and time stated in this RFP, all Proposals will be opened publicly and the name of the respondents/Proposers will be recorded. To maintain confidentiality of all responses, no other information will be revealed at the opening or during the evaluation process. Proposers, their authorized agents and other interested parties are invited to be present.

2. **WITHDRAWAL OF PROPOSAL**

Any Proposer may request withdrawal of a posted, sealed RFP prior to the scheduled opening time provided the request for withdrawal is submitted to the Purchasing Department in writing, or presents themselves in person with proper identification to the Purchasing Department and verbally requests the Proposal be withdrawn and signs for its receipt.

SECTION C
GENERAL TERMS AND CONDITIONS

1. **ACCEPTANCE PERIOD**

   The Proposer agrees to a minimum of 120 calendar day acceptance period from the date of public opening.

2. **APPROPRIATIONS**

   The terms of any Contract issued are contingent upon sufficient appropriations and authorizations being made by UNLV for the performance of the Contract. If sufficient appropriations and authorizations are not made by UNLV, the Contract shall terminate, without penalty, upon written notice being given by UNLV to Proposer. UNLV's decision as to whether sufficient appropriations are available shall be accepted by Proposer and shall be final.

3. **AWARD OF CONTRACT**

   a) Award will be made to the most responsible and responsive Proposer(s). The basis of award will be determined by evaluation of items as listed in section titled **"Evaluation of Proposals"** and any other established purchasing methods that are applicable, which may include life cycle cost, quality, availability, conformance to specifications, financial capability and service, all in the best interests of the requesting department and UNLV.

   b) UNLV reserves the right to award on a multi-year basis and, if in the best interest of UNLV, to award to multiple companies.

   c) The term of the Contract will be determined based on the award.

   d) The Proposer is solely responsible for the content of its Proposal and ensuring that it best meets the evaluation criteria set forth in this RFP. Previously published data in support of experience, financial or performance capability will be evaluated if such data reflects a current position and such data is submitted as a part of the response to this RFP.

   e) UNLV reserves the right to reject any or all Proposals or any part(s) thereof and to waive informalities and minor irregularities in the Proposals received.

   f) A formal, more extensive Contract will be signed by and between the successful Proposer(s)/Contractor(s) and UNLV to perform this service.

   g) The terms and conditions contained in the attached Minimum Contract Terms or, in the sole discretion of UNLV, terms and conditions substantially similar to those contained in the Minimum Contract Terms, will be included in a more extensive and detailed Contract that results from this RFP. If Proposer takes exception to the Minimum Contract Terms (**including the insurance requirements**), or any general terms or conditions set forth herein, Proposer will submit a specific list of the exceptions as part of its response to this RFP. Proposer's exceptions will be reviewed by UNLV and may result in disqualification of Proposer's offer as non-responsive to this RFP. If Proposer's exceptions do not result in disqualification of Proposer's response, then UNLV may consider Proposer's exceptions when UNLV evaluates the Proposer's response.

   h) UNLV and its Purchasing Department reserve the right to enter into discussions with anyone, or all of the Proposers after Proposals have been initially reviewed by UNLV. Such discussions may be for clarification of Proposal content contained in a responsive Proposal and/or may result in request

for a "Best and Final" offer from Proposer(s). Such responses shall be subject to all provisions, terms and conditions as set forth in the RFP, unless otherwise modified.

i) Any governmental, state, or public entity within the State of Nevada may utilize this RFP at their option to obtain goods or services at the agreed upon price(s) throughout the term of the resulting Contract with the authorization of the successful Proposer(s). UNLV is not liable for the obligations of the governmental entity which joins or uses the resulting contract.

4. **COMPLIANCE**

Proposers are required to comply with all applicable OSHA, EPA, ADA, HIPAA, FERPA, NCAA, GLBA provisions and any and all other relevant state and federal standards, codes and regulations that may apply.

5. **CONFIDENTIAL TREATMENT OF INFORMATION**

Proposers shall preserve in strict confidence any information obtained, assembled or prepared in connection with the performance of this RFP.

6. **CONFLICT OF INTEREST**

Companies submitting a Proposal in response to this RFP are certifying that it has had no contact with an employee or member of the NSHE/UNLV in any manner which would give that Company submitting such a Proposal, any advantage over any other Company submitting one. Employees and members of the NSHE/UNLV shall not receive any compensation, in any manner or form, nor have any vested interest, directly or indirectly, of any kind or nature inconsistent with loyal service to the public. A violation of any of the above shall be just cause for rejection of that particular Proposal without further consideration.

7. **DEFAULT OF CONTRACT**

In case of default of the Contract by Contractor, UNLV may procure the articles or services from the other sources and hold the Contractor responsible for any excess cost occasioned thereby; provided, that if public necessity requires the use of materials or supplies not conforming to the specifications they may be accepted and payment therefore shall be made at the proper reduction in price or increase in Royalty Fee payment, as applicable.

8. **DISQUALIFICATION OF PROPOSERS**

Proposers may be disqualified and rejection of Proposals may be recommended by the Purchasing Department for any of (but not limited to) the following causes:

a)   Failure to use the forms furnished by UNLV.

b)   Lack of signature by an authorized representative on the RFP Response Form or to comply with any applicable reporting requirements.

c)   Failure to properly provide a full response in the RFP Response Form, Pricing Response Form or Royalty Response Form, as applicable.

d)   Evidence of collusion among Proposers.

e)   Unauthorized alteration of forms.

    f)   Failure to submit requested documents.

    g)   Failure to furnish proof of receipt of any addendum pertaining to a particular project.

    h)   Any Proposer who has defaulted on prior contracts or is guilty of misrepresentation by any member of that particular Company.

    i)   UNLV reserves the right to waive any minor informality or irregularity.

9.   **FAILURE TO FURNISH AT SPECIFIED (PRICE/ROYALTY RATE- INSERT AS APPLICABLE)**

If a successful Proposer fails to furnish any item at the price specified in this RFP**,** whether such failure is due to a mistake of fact by the Proposer or any other reason, the Director of Purchasing UNLV, may cause the name of such Proposer to be removed from the list containing the names of prospective Proposers to whom Request for Proposals are mailed, for such period of time, not exceeding 1 year or less than 6 months, or the payment of a penalty of five percent (5%) of total price of all items on which was submitted (or an additional payment of five percent (5%) of the total Royalty Rate owed to UNLV, as applicable), as the Director of Purchasing may determine.

10.   **FREIGHT TERMS**

a) Successful Proposer must ship goods using UNLV FED EX account number. Prices submitted must not include freight.

b) Any Proposal submitted with alternate shipping terms other than as stated above may be cause for disqualification of the Proposal.

11.   **INSPECTION AND ACCEPTANCE**

Inspection and acceptance will be made at destination.

12.   **PAYMENT TERMS**

Payments shall be made within thirty (30) days of acceptance of the related invoice, unless otherwise stated. Should the acceptance of such invoices be in doubt, the successful Proposer shall not be due any interest or penalty on any unpaid amounts.

13.   **PROMPT PAYMENT DISCOUNTS**

The offered discount of a successful Proposer will not form a part of the award evaluation. In connection with any discount offered, time will be computed from the date of delivery of the equipment or supplies at destination or from the date the correct invoice is received by UNLV, whichever is later. Payment is deemed to be made for the purpose of earning the discount the date UNLV check is mailed.

14.   **PROTESTS**

Any Bidder, offeror or contractor who is allegedly aggrieved in connection with the solicitation or award of a contract may protest. The protest must be submitted in writing to the Director of Purchasing, within seven (7) days after such aggrieved person knows or should have known of the facts giving rise thereto. If the protest is not resolved by mutual agreement, the Director of Purchasing will promptly issue a decision in writing to the Protestant. If the protestant wishes to appeal the decision rendered by the Director of Purchasing, such appeal must be made in writing to the Senior Vice President for Finance & Business within five (5) days of the receipt of the decision by the Director of Purchasing. The

decision of the Senior Vice President for Finance & Business will be final. The Senior Vice President for Finance & Business need not consider protests unless this procedure is followed.

To be considered, all Protests must identify the following:

a) The name, address, and telephone number of the protester,
b) The signature of the protester,
c) Identification of the solicitation title and number being protested,
d) A detailed statement of the legal and factual grounds of the protest, including copies of relevant documents, and
e) The form of relief requested.

15. **SAMPLES**

As applicable, Proposers may be required to furnish a sample of the product being offered after the RFP opening for further evaluation. Proposers will be responsible for any charges involved in shipping and picking up their samples.

16. **SMALL AND LOCAL BUSINESS CONCERNS REPORTING REQUIREMENTS**

UNLV supports equal opportunity for minority owned, women-owned, and other small disadvantaged business enterprises *(MWDBE)* to compete for contracts awarded by UNLV. UNLV also supports efforts to encourage local businesses to compete for UNLV contracts. In addition, UNLV supports finding opportunities for such *(MWDBE)* and local business concerns to participate as subcontractors or Tier 2 suppliers in large contracts. A "tier 2 supplier" or subcontractor is a supplier who is contracted for goods or services with the prime contractor, and may include, but is not limited to *(MWDBE)* and local business enterprises.

a) In compliance with NSHE policy, a Proposer responding to any RFP for the purchase of goods or services that is **anticipated to exceed $1,000,000 at any time during the life of the contract** shall provide the following reporting information in its response:

   (1) Proposer's historical and anticipated commitment to Tier 2 MWDBE and local business enterprises. At a minimum, Proposer must provide historical information for the most recently completed fiscal year (July 1 through June 30) and their anticipated commitment to the current fiscal year in which this RFP is issued.

   (2) A listing of Tier 2 suppliers, including local and MWDBE suppliers, that will be given the opportunity to be considered and/or utilized as subcontractors for any work performed as a result of this RFP. The listing must include the following information:
   - The name, city and state
   - Type of Tier 2 status (local, women owned, minority/and or disadvantaged)
   - Any certification of such status including the entity granting the certification if applicable

   (3) This is a reporting requirement and will not be used for evaluating any Proposal. However, failure to provide a complete Proposal in response to this RFP could result in rejection of the submittal as incomplete.

b) Any award from this RFP that results in a contract for goods or services that is **anticipated to exceed $1,000,000 at any time during the life of the contract** will require the Proposer to provide, at a minimum, annual reports listing expenditures with MWDBE and Local Subcontractors. These reports pertain only to expenditures that are directly attributable to the UNLV prime Contract. The report shall contain the following information:

- The name, city and state; type of Tier 2 status (local, women owned, minority/and or disadvantaged); and any certification of such status including the entity granting the certification if applicable. If a business concern meets more than one definition (e.g. local and women-owned, or minority and women owned), that should be identified
- A description of the goods or services purchased
- The amount of expenditures with the subcontractor attributed to the prime contract for the most recent completed fiscal year (July 1 through June 30)
- The reporting information must be available to UNLV by September 15

c) Definitions

(1) <u>Definition of Local Business Enterprise.</u> "Local Business Enterprise" is intended to mean a business concern that is a) owned 51% or more by Nevada residents, b) is headquartered in Nevada, or c) a majority of employees of the business are Nevada residents.

(2) <u>Definition of Disadvantaged Business Enterprise (DBE).</u> "Disadvantaged Business Enterprise" is intended to mean a business concern owned by a minority or woman that is at least fifty-one percent (51%) unconditionally owned by one or more minority or women individuals who are both socially and economically disadvantaged, or a publicly owned business that has at least fifty-one percent (51%) of its stock unconditionally owned by one or more such individuals and that has its management and daily business controlled by one or more such individuals. Individuals who certify that they are a member of named groups, i.e. African Americans, Hispanic Americans, American Indians and Alaska Natives (Eskimos and Aleuts) and Asian and Pacific Island Americans are to be considered socially and economically disadvantaged.

(3) <u>Definition of Minority Business Enterprise (MBE).</u> "Minority Business Enterprise" is intended to mean a business concern owned by one or more minority individuals that is at least fifty-one percent (51%) unconditionally owned by one or more minority individuals, or a publicly owned business that has at least fifty-one percent (51%) of its stock unconditionally owned by one or more such individuals and that has its management and daily business controlled by one or more such individuals. Individuals who certify that they are a member of named groups, i.e. African Americans, Hispanic Americans, American Indians and Alaska Natives (Eskimos and Aleuts) and Asian and Pacific Island Americans are to be considered socially and economically disadvantaged.

(4) <u>Definition of Women-Owned Business Enterprise (WBE).</u> "Women-Owned Business Enterprise" is intended to mean a business concern owned by one or more women that is at least fifty-one percent (51%) unconditionally owned by one or more women, or a publicly owned business that has at least fifty-one percent (51%) of its stock unconditionally owned by one or more such individuals and that has its management and daily business controlled by one or more such individuals.

(5) <u>Definition of Disabled Veteran Business Enterprise (DVBE).</u> "Disabled Veteran Business Enterprise" is intended to mean a business concern of which at least 51% of the ownership interest is held by one or more veterans with service-connected disabilities; that is organized to engage in commercial transactions; and that is managed and operated on a day-to-day basis by one or more veterans with service-connected disabilities. This includes a business which meets the above requirements that is transferred to the spouse of a veteran with a service-connected disability upon the death of the veteran, as determined by the United States Department of Veterans Affairs.

(6) <u>Definition of Small Business Enterprise (SBE).</u> "Small Business Enterprise" is intended to mean a business concern which performs a commercially useful function, is not owned and controlled

by individuals designated as minority, women, veterans, or physically-challenged, and where gross annual sales does not exceed $2,000,000.

d) All Proposers, by signing this RFP Response Form, certify that they are an Equal Opportunity/Affirmative Action Employer, unless otherwise stated.

17. **SUSTAINABILITY**

a) A key focus of UNLV is to minimize the impact the procurement of goods and services has on the local environment.   UNLV is committed to sustainable economic, social, and environmental practices in all operations involving UNLV. It is important that Proposers share this commitment as well.   Therefore, sustainable goods and services should be offered whenever available or specifically when required in the RFP.

b) UNLV may request the successful Proposer to provide reports related to sustainability on all goods and services provided under its Proposal. Reports may include, but are not limited to: sustainable attributes of each product or service, the dollar and percentage amount spent on sustainable or environmentally preferred products and services, and the total amount spent by UNLV.

c) All electronic equipment UNLV purchases must be Energy Star rated (or, if there is no Energy Star rating for the desired equipment, energy efficient models or substitutes are preferred).   The requirement to purchase Energy Star rated equipment will improve UNLV's energy and financial performance while distinguishing our institution as an environmental leader.

18. **TAXES, LICENSES AND PERMITS**

a) It is the Proposers' responsibility to secure all required licenses, permits and insurance necessary for the proper execution and completion of the work/Services involved.   UNLV is exempt from paying state, local and federal excise taxes.

b) Companies conducting business for profit in Nevada are required to have a current Nevada business license pursuant to NRS 76.100 (1) unless the entity is either a) a non-profit corporation or b) meets the requirements for an exemption and has filed the appropriate notice of exemption with the Nevada Secretary of State. By submitting its Proposal, the Proposer certifies that it has a current Nevada business license or it is exempt and agrees to provide immediate notice to UNLV's Purchasing Department in the event the license is no longer valid.

c) NSHE/UNLV is exempt from Nevada State sales tax as provided by Nevada Revised Statutes 372.325 and 374.330. The NSHE/UNLV State Tax Exempt Number is RCE-000-441. The Federal Tax ID number is 88-6000024.

SECTION D
SCOPE OF WORK/SPECIFICATIONS

UNLV is accepting proposals for a lifecycle constituent/customer relationship management (CRM) system(s) that will be compatible with the university's student information system (PeopleSoft) and can be built on an open platform system for higher education. UNLV invites interested parties to submit a Proposal for any or all parts of the following: a UNLV Graduate College application system (admissions, GAs, scholarships and fellowships) that operates in a cloud-based CRM environment, a customer relationship management (CRM) system with a record of higher ed implementation, and a cloud based platform upon which a CRM and related applications specifically for higher education can be built (i.e. graduate retention, prospect/applicant/student/faculty/staff/alumni communications, tracking, data, events, student placement, etc.). Companies with out-of-box systems as well as consultants to build home-grown systems are invited to apply; all systems must be hosted as Software as a Service (SaaS). The system must integrate or be compatible with current UNLV systems using Salesforce for data analytics and the potential of joining systems in the future. Proposers may submit bids for any part(s) of the requested systems or as a solution to meet all posted requirements.

The provider(s)/consultant(s) must be familiar and experienced with the unique needs of a large graduate population managed collaboratively between a central Graduate College and many varied departments, schools, and colleges. The system must be able to provide a full student lifecycle for the tracking and management of graduate recruitment, admissions, graduate assistantships, scholarships/fellowships, retention, and graduate placement. The ideal system will need to be dynamic, responsive, adaptable, with a high degree of administrative control over fields, tables, data, reporting, etc., and provide flexible data dashboards and reports for multiple constituents. The system will track prospective students from inquiry to admission, and students from matriculation through graduation, and possibly beyond, as well as serve communication, task management, workflow, and service/support to faculty and staff involved in the graduate education enterprise at UNLV.

1. General System Attributes
   a. The system(s) should be adaptable and extendable by utilizing industry standards or best practices in terms of data modeling.
   b. Should have the capacity to utilize third party add-ons to extend the system capabilities and provide flexibility as system needs evolve.
   c. The majority of the user functionality should be available via internet, tablet and mobile platforms.
   d. Proposer should be able to show a substantial base of adopted higher education clients, preferably with experience serving the unique needs of Graduate Colleges or graduate programs.
   e. System should integrate seamlessly with PeopleSoft allowing regular data flow in both directions.
   f. We prefer the fewest number of systems and companies possible to meet all of our needs.
   g. We prefer the fewest number of usernames/passwords for system users to streamline efficiency and improve user experience.
   h. Should be able to brand the system and have easy, intuitive, customizable, and attractive user interface.
   i. Should not require highly specialized coding or programming experience to build and implement system.
   j. Should be able to implement the CRM for recruitment purposes and the application systems in May 2015, with completion of retention, communications, and event management systems by the end of 2015.

    k. Submit timeline for design/build and implantation as part of your proposal. Refer to Section 3.1, Implementation, of the Weighted Evaluation Criteria.

2. Training, Development, & Support
   a. Proposer should deliver comprehensive training for both administrators and users.
   b. Proposer should closely collaborate with the Graduate College and its constituents to develop and configure a robust, responsive, customizable, and dynamic system.
   c. Provide on-going support, consultations, system upgrades/adaptations, and expertise on their system and it's linkages to PeopleSoft, etc.
   d. Proposer should specify what training and support is included in bid, and the costs of additional training and support if needed.

3. Recruitment
   a. Provide state-of-the-art CRM capabilities.
   b. Detailed tracking, messaging, and management of multiple pools of prospective students.
   c. Track potential applicants from inquiry through application, with real time data dashboards and reporting capabilities for overall cohorts as well as specific segments and target groups.
   d. The CRM should provide us with the ability to create and manage in-depth communication plans through multiple modes of outreach (phone, email, text, social media, etc.).
   e. The recruitment module will serve as the first step in graduate student data collection and be the start of a comprehensive and detailed graduate funnel report showing the complete student lifecycle.
   f. CRM should be able to handle multiple cohorts and groups, as well as different application cycles and data simultaneously.

4. Applications
   This section includes the creation and use of multiple graduate applications. These include, but are not limited to:
   a. Application for admission to a degree seeking or a certificate program (which should be customizable for more than 140 graduate programs)
   b. Non-degree seeking application (a simplified version of the standard application)
   c. Graduate assistantship application (for new students, returning students, returning GAs; multiple different user groups, applying simultaneously to multiple campus units, each with their own back-end review and decision making process)
   d. Scholarship/fellowship application with online committee review, rating, ranking capabilities
   e. Applications for participation in particular professional development programs

   f. Prospective and current students should be able to create a single profile/account. By logging on to this account the applicant can create and submit multiple applications of all types listed above. There should be no limit on the combination or amount of applications submitted per applicant.
   g. The system should have a customizable portal or landing page for all applicants/students when they log in. This page should act as a dynamic portal, showing appropriate links and information that are applicable to the particular interests of the account holder (and this will change over time for a single account holder). This should include things such as upcoming deadlines, event invitations, specific program data/info, and application links. This portal should evolve and change as the applicant progresses through and submits applications, allowing the applicant to

monitor the status of the application and any supplementary materials provided as part of the application. It should be dynamic.

h. The application should utilize dynamic questions/sections displaying data based on student responses, as well as multiple reviewer inputs in response to various applications. This includes a customized page for each degree program, where departments can ask additional required questions.

i. Applicants should be able to upload multiple large files (> 1MB) into their application.

j. The application should also allow recommendation providers to securely upload letters into an applicant's files online; this should be dynamic.

k. The system should be able to charge the appropriate fee (or waive the fee) depending on the type of application submitted. Some application types listed above have fees (which vary depending on the category of applicant) and some have no fees; system should accommodate.

l. Implement communication plans that allow us to connect with applicants of all sorts in order to increase admission and matriculation rates, better handle GA and award applications, etc..

m. Access and security for departmental and campus users should be highly customizable, and administered and maintained by the Graduate College.

n. Graduate College and departmental users should have the ability to use dashboards and produce reports on application data at a meta level, as well as produce customizable reports on targeted populations and variables.

o. The system should allow multiple administrators, evaluators and departmental users to log into the system to make review applications and uploaded materials, do evaluations, recommendations, and input notes and final decisions on submitted applications of all sorts. Each application should have a corresponding internal section for Graduate College and departmental use. This backend processing is a vital component of the application system needed by the Graduate College. Without this an application system will not meet our needs.

p. Internal pages/forms should contain dynamic questions/sections, allowing users to only see and complete questions that are applicable to them based on their responses to prior questions.

q. Decision letters and communications need to have dynamic components, so they can be customized for each situation. Letters should be able to pull information from multiple types of applications simultaneously, as needed (i.e. an admission offer with a GA offer and a scholarship award, pulled into one dynamic letter to suit the conditions of each part of the offer for each unique student situation).

r. Should easily support wait-listing capabilities and tracking.

s. A workflow component is also required to track new tasks/assignments through their completion. This is necessary for Graduate College staff as well as departmental users.

t. Applications should allow simultaneous back-end review by multiple users across multiple units, with dynamic fields to allow users to see what they need based on the characteristics of the applicant. Should record decisions, notes, and information from multiple reviewers in multiple units for each applicant, with easy reporting and data.

u. Dynamic letters and student communications linked to each type of application, and ability to combine information from two or more applications into a single, dynamic communication (for example, an admissions application and a GA application, and a scholarship/fellowship application so that a new applicant can be told of their admission offer as well as their GA offer and the S/F award(s), if any, at the same time.

v. System should be responsive and easily/effectively operate in web, mobile, and tablet environments.

5. Event Management

    a. Allow students to be invited to multiple events, and register for applicable events. This includes graduate assistants, who should have the ability to register for a single graduate assistantship contract signing session from a list of all available sessions (until a session is full). Other events also include graduate workshops and professional development series available to graduate students. We need a robust RSVP system, and the ability to link participation in events (with additional information, as needed) to a student's records/history in the system.

    b. Event management should include sending invitations, reminders, and other correspondence to attendees, as well as post-event communication, data/tracking, and assessment.

    c. Event attendance should be recorded as part of the students' file.

6. Retention/Progression

    a. The system should be able to support and track retention and progression efforts for graduate students. This information will need to be entered by multiple offices, pulled in from PeopleSoft, and accessible to the Grad College and our constituent departments.

    b. Retention data, tracking and reports should be easily available via dashboards and should be customizable by the Grad College and departments.

    c. We need to track student status, and key indicators used to identify at risk students. Indicators should include, but are not limited to:

        a. Low-grade alerts based on GPA

        b. Students placed on probation

        c. Students taking a leave of absence

        d. Student appeals

        e. Students registering for too many hours of thesis or dissertation credits

        f. Students who are not completing more than 6 graduate credits per year

        g. Students who do not meet expected program milestones in a timely manner

        h. Students who are missing required forms or paperwork/documentation

    d. Students placed on probation should be monitored based on the conditions of their probation and reports and alerts should assist in both Grad College and department tracking. The same is true for other special student statuses (provisionary and conditional admission, etc.)

    e. Develop sophisticated and semi-automated communication plans that allow us to engage with our students in order to improve retention and graduation.

    f. Monitor and determine the success rate of interventions for at risk students, including reports and data.

    g. Record and track student internship and externships.

    h. Record, track and report on student annual evaluations (overall rating/status, notes, etc.) as well as academic achievements (grants, patents, awards, study abroad, publications, academic presentations, etc.).

    i. Track and record student participation in campus events, activities, professional development training programs, etc. Provide student, department, and College level data and reports on this.

    j. Should either support or provide dynamic online forms with built-in workflow capabilities. Allow students, faculty and administrators to track where documents are in the routing process. Solution should include notifications and reminders about waiting forms, as well as on-demand reporting.

7. Internal Business Processes, Services/Communications, and Data/Tracking

    a. System should be able to allow multiple users in multiple campus units to record communications and interactions with students.

    b. Should allow for tracking and reporting of workflow, assignation of tasks (with notifications and reporting on time to completion and (un)finished tasks), and historical records of codes/indicators/categories applied to students, as well as searchable notes.

    c. Should support, or easily connect to, a service system for online customer support where prospective and current students can connect and find answers, resources and information, and where faculty/staff can do the same in a similar but different user environment.

8. Graduation & Community Activities
   a. Communications about graduation and participation in Commencement activities.
   b. Integration of thesis/dissertation electronic review and submission.
   c. Monitor and record initial placement of graduates.
   d. Track and communicate with businesses and community members that hire UNLV graduates, and/or have a relationship with the Graduate College.

9. Service and Support to Constituents & Internal Business Practices
   a. Should be able to provide online customer service via inquiry management system; directory of previous questions/issues; tracking of queries and responses (who/when/what with archive).
   b. Should be able to streamline internal business practices via system communication mechanisms to assign, track, and monitor workflow with Graduate College and between the GC and our constituent departments.
   c. Should allow data collection, reporting, and customization of most all information across various parts of the system(s) or solution(s).
   d. Easy access to communities of support and help via online system.

SECTION E
PRICING RESPONSE FORM

1. Implementation/Set Up: Using the table below, please provide information on all costs required for implementation/set up of the software solution. If travel costs are required, please detail travel costs that UNLV would be responsible for as a separate line item.

LINE #	DESCRIPTION	QUANTITY	UNIT OF MEASURE	UNIT COST	TOTAL COST
				$	$
				$	$
				$	$
				$	$
				$	$

TOTAL COST OF IMPLEMENTATION/SET-UP $_____

2. Using the table below, please provide information on the annual cost of the software subscription for year one and for the 4, one-year renewal options of the Contract. If the cost includes maintenance, please specify in the description. If you cannot hold pricing firm in later years of the Contract, please **indicate the maximum increase, expressed as a percentage of previous year's cost for each year.**

YEAR	DESCRIPTION	QUANTITY	UNIT OF MEASURE	UNIT COST	TOTAL COST
Year 1				$	$
Year 2				$	$
Year 3				$	$
Year 4				$	$
Year 5				$	$

TOTAL COST OF SOFTWARE SUBSCRIPTION YEARS 1-5	$_____

3. Maintenance and Support: Using the table below provide information on any post-implementation, annual maintenance and support costs for year 1 through 5. If you cannot hold pricing firm in later years of the Contract, please indicate the maximum increase, expressed as a percentage of previous year's cost for each year. If the Maintenance fee is bundled with the annual support cost and included in number 2. above, please specify.

YEAR	DESCRIPTION	QUANTITY	UNIT OF MEASURE	UNIT COST	TOTAL COST
Year 1				$	$
Year 2				$	$
Year 3				$	$
Year 4				$	$
Year 5				$	$
			TOTAL COST OF MAINTENANCE & SUPPORT YEARS 1-5		$_____

4. Training: Using the table below, provide the cost of the training that you are proposing for UNLV. Please include details on the number of hours of training provided, number of students, type, and location of training to be provided. If travel is required for training, please include information on travel costs that UNLV would be responsible for.

LINE #	DESCRIPTION	QUANTITY	UNIT OF MEASURE	UNIT COST	TOTAL COST
				$	$
				$	$
				$	$
				$	$
				$	$
			TOTAL COST OF TRAINING		$_____

5. How many hours of customization are included in the above pricing? Are there additional training hours provided with the maintenance?

6. How many users are based on the above pricing? What are the fees associated with the addition of additional users?

7. Please provide any other relevant pricing information – If there are tiered pricing options please specify how they are handled especially when addressing maintenance and support.

8. Provide pricing for additional options if applicable (hardware, software, training, etc.) for the system you are proposing.

NOTE: Any services and supplies required by the RFP, for which the proposer does not identify costs, will be borne at the proposer's expense and will not be charged to UNLV. If the successful proposer anticipates seeking reimbursement from UNLV for any cost associated with this contract that is not captured by the pricing requirements presented, please identify such additional reimbursement(s) in detail.