California State University, Chico
Questions & Answers

RFP 2019-02SR
<u>PROPOSAL DUE DATE: NOVEMBER 13, 2019 – 4:30 P.M. PST</u>

This document includes information in regards to questions regarding the RFP.

Revisions to RFP

Appendix B – Security Data Requirements Checklist was inadvertently omitted. It is now published on the RFP website: https://www.csuchico.edu/purc/supplier-vendor-info/mba.shtml

Questions/Responses

1	**Question:**	What are your conversion rates from inquiry to application and application to enrollment?
	Response:	*Online MBA – Unknown, On-ground no data available for Inquiry to Application, Application to enrollment @80% or greater*
2	**Question:**	What is the average time to go from inquiry to application?
	Response:	*Online MBA - Unknown*
3	**Question:**	*What is your enrollment cost per acquisition?*
	Response:	*Online MBA - Unknown*
4	**Question:**	We are Salesforce certified. Will we be able to consult and provide recommendations for how to best implement solutions?
	Response:	*Yes*
5	**Question:**	Do you need us to build a post-inquiry workflow?
	Response:	*Yes*
6	**Question:**	What is your budget for the project?
	Response:	*We expect the outcome of this competitive RFP process will inform our ultimate budget. However, we expect an initial investment of approximately $200,000 and a self-support budget model to provide ongoing services and recovery of initial investment over time.*
7	**Question:**	With the assumption that CSU Chico is undertaking a variety of recruitment efforts for this MBA program, what percentage of inquiries and enrollment will your marketing partner be responsible?
	Response:	*99%*
8	**Question:**	Where do your current students come from geographically? From where do you want to pull students for the online MBA program?
	Response:	*See RFP section 2.0 for general information. Primarily California and students residing in states in which CSU Chico is authorized to offer online. https://www.csuchico.edu/em/stateauthorizations.shtml*
9	**Question:**	We are missing attachment "Appendix B"
	Response:	*Appendix B is attached as an addendum.*
10	**Question:**	Will the Online MBA program be classified as a self-supported program or a state-supported program?
	Response:	*Self-support.*
11	**Question:**	Please provide any additional detail available to be shared regarding the planned

		Online MBA program; we are most interested in total number of credits, available concentrations / specializations, admissions requirements, tuition rates (and other related program fees), any required pre-requisites, and any required or optional campus-based or international experiences associated with the program.
	Response:	*Currently our general MBA is 30 units, Enterprise Information Systems option and Project Management options are 33. The online program will follow this model. We are open to other specializations based on a combination of what the market research shows and our intellectual capital to offer high quality, engaging courses. We have contemplated other options in business analytics, health care admin, system dynamics, and could offer more traditional areas (e.g., marketing). Admissions requirements are still TBD, but will likely be 3.0 GPA or higher, prefer 2 years + work experience, and will waive GMAT /GRE for students that met this basic threshold. We are somewhat flexible based on what the market demands. Tuition/fees - we expect the vendor to help us determine what the marketing will bear. Prereqs – See https://www.csuchico.edu/cob/students/programs/mba/prereq.shtml. However, we do allow students to fullfill prereqs with online modules.* *Other Experiences – We believe having some face-to-face intensives would add value to the online MBA experience. For example, a three-day capstone seminar involving a competitive simulation. We would like guidance on this topic, but strongly lean toward have one or two face-to-face intensives.*
12	**Question:**	For the Student Recruitment and Enrollment Services portion of the proposed engagement, at what point does the University anticipate a partner/vendor hand-off of students back to the University for support through to graduation? Would it be at the: 1) point of application submission?, 2) point of admissions decision (acceptance)?, 3) point of course registration?, or 4) following the start of the first course?
	Response:	*We anticipate the hand off of students will be when the application is complete.*
13	**Question:**	Does the University anticipate awarding all Services sought to one selected partner/vendor? If not and services may be disaggregated, how does the University anticipate that this might affect the KPIs by which the University would measure an engagement?
	Response:	*It is the University's intent to contract with one proposer for the services described in the document.*
14	**Question:**	Is CSU Chico able to provide additional detail around enrollment and retention practices, and whether those are independent of one another?
	Response:	*Enrollment and retention practices are interdependent. Regional & Continuing Education provides enrollment services, communication, and online student services; the College of Business supports retention through academic advising and academic support services.*
15	**Question:**	Proposal Form 1 – Cost Proposal and Certification (p. 43) appears to be incomplete. Is CSU Chico able to confirm that required information is limited to proposed fee-for-service model with rates, and the completed, signed acknowledgement form?

	Response:	*The University is seeking a fee-for-service agreement. All fees should be identified in the respondents cost proposal and include the information noted on Proposal Form 1.*
16	**Question:**	We understand CSU Chico requests that bidders fill in answers to the table in <u>Appendix C</u> (p. 31) directly to address each request item. Following the request that answers be stated economically, are we able to submit a proposal document instead of inputting responses to the table to allow for detailed responses?
	Response:	*It is the University's hope that the responses be submitted in the table format but should you choose to attach additional information, we will accept it. Responses should be brief and to the point.*
17	**Question:**	It appears by reading the SOW that CSU Chico is looking for enrollment coaching as part of this initiative. Is that correct?
	Response:	*We are looking for coaching to the point of application complete.*
18	**Question:**	Are we required to use only the terms in Schedule A, or do you anticipate that we will incorporate Schedule A into our standard contract?
	Response:	*See section 3.11 and 3.12 for contract document details.*
19	**Question:**	You indicate the steady state enrollment target 'per year' of 160 students. Does that mean 160 new students per year, or aggregate steady state enrollment at 160 on an ongoing per-year basis? If the number is new students per year, that would equate to 300 steady-state enrollment in a 2-year program.
	Response:	*Aggregate steady state.*
20	**Question:**	Is CSU accepting partial submissions, or are vendors required to propose on all components of the RFP?
	Response:	*It is the University's intent to contract with one proposer for the services described in the document.*
21	**Question:**	For the Student Recruitment and Enrollment Services need on page 9, is CSU looking for consultative guidance on the admissions process once leads have entered the CRM? Or is this more of a hands-on execution ask where the vendor will be responsible for ushering leads to enrollment as an extension of CSU's admissions team, developing an internal workflow for your team to apply and interfacing with students directly during their journey to enrollment?
	Response:	*We would welcome consultative guidance on the admissions process, but it is our expectation that we will manage the admissions and enrollment process.*
22	**Question:**	Please clarify the VPAT requirement. Are bidding vendors required to submit a comprehensive third party product accessibility evaluation that verifies the claims made on the systems and/or products VPAT(s) in addition to filling out the information in Appendix A?
	Response:	*Completion and submission of the VPAT (as Appendix A) is a requirement as part of your proposal. The third-party evaluation will only be required of firms that make it to Phase II of the process.*
23	**Question:**	If we plan to subcontract any portion of our work, is the use of a California certified DVBE required?
	Response:	*No. It is not required but encouraged. See Section 1.10 for information.*
24	**Question:**	What is the budget range for this project including projected media spend?
	Response:	*See question #6 above.*
25	**Question:**	Are regular in-person meetings required or are vendors permitted to use videoconferencing/Zoom as appropriate?

	Response:	*Regular in person meetings are preferred, but videoconferencing where appropriate*
26	**Question:**	Are vendors required to submit completed Exhibit D form with our bid?
	Response:	*No. This form is included as a sample and is for reference. See Section 3.19 for documents required to be submitted as part of the RFP process.*
27	**Question:**	Does CSU want the entirety of the proposal responses to be formatted within the table boxes in Appendix C? Additionally, may we include additional attachments if our response does not fit within the boxes?
	Response:	*It is the University's hope that the responses be submitted in the table format but should you choose to attach additional information, we will accept it. Responses should be brief and to the point.*
28	**Question:**	Has California State University, Chico identified a budget for this initiative, and if so, is it possible to share? Is there a price above which proposals would not be accepted?
	Response:	*See question #6 above.*
29	**Question:**	Is California State University, Chico open to working with multiple partners to achieve the full scope of work outlined within this RFP?
	Response:	*See question #13 and #20 above. It is the University's intent to contract with one proposer for the services described in the document.*
30	**Question:**	As described on page 9 of the RFP document, will you please provide further details regarding California State University, Chico's expectation that vendors "Document contacts with students through a Customer Relationship Management system"?
	Response:	*We expect the vendor to maintain a database of student contacts that will enable reporting out to us, or allow us direct access to this data. We want to know who, how, and how often the vendor is making contact with potential students.*
31	**Question:**	For the VPAT requirement, we need some guidance on which product(s) you require VPAT. Through our services, we create websites for use by prospective students and have technology products which are used by our employees. We don't provide any technology products for use by your employees. Would you expect us to include a VPAT on the technology products our team uses or on the website that your prospective students will use?
	Response:	*Clearly on anything used by any of our users (student, staff, faculty). A bit unclear about within your internal operations.*
32	**Question:**	Will there be an opportunity to co-promote the online program with the ground program?
	Response:	*Yes.*
33	**Question:**	Is there an email communications (or marketing automation) platform that is in place within the College of Business (e.g. Salesforce Marketing Cloud, HubSpot, Mailchimp, etc.) that can be leveraged to support this program?
	Response:	*The campus uses Salesforce and it is our expectation to use that platform to support the online MBA.*
34	**Question:**	Will the ground options of Enterprise Information Systems and Project Management be available for the online launch?
	Response:	*We are expecting the vendor to help us understand the market better which will partly determine which programs we offer. We have intellectual capital in both areas. The EIS program could be up and running quickly. The Project*

		Management program would take a little more time, but could be launched soon after an initial launch of other successful programs.
35	**Question:**	Are there any restrictions to the landing page development environment and platform used by the Supplier (e.g. must be hosted at CSU Chico, must be WordPress)? Or can the Supplier recommend best practices and solutions?
	Response:	*We are hoping suppliers provide us with best practice recommendations and solutions.*
36	**Question:**	Prior to the steady state enrollment goal of 160-175 students by year 3 are there any minimum enrollment numbers for each cohort?
	Response:	*15*
37	**Question:**	Will the Online MBA have starts in Fall, Spring and Summer? Could alternative starts and enrollment calendars be suggested?
	Response:	*Yes, the current thinking is that our entry points would be Fall, Spring, and Summer. Suggestions for alternatives are welcome.*

All other terms, conditions, and provisions of the original Request for Proposal #2019-02SR, shall remain the same.

DATE: October 25, 2019

University File Copy Signed

Sara Rumiano
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Procurement and Contract Services