



California State University, Chico

Addendum #1

Questions & Answers

RFP 2021-01SR

PROPOSAL DUE DATE: FEBRUARY 18, 2021 – 4:30 P.M. PST

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

Revisions to RFP

Clarification: Submission of a VPAT is **only necessary** should the supplier be proposing use of electronic and information technology products or services.

Section 1.3 is amended as follows (**bold sections are revised/added**):

1.3 SECTION 508 OF REHABILITATION ACT OF 1973

The Proposer warrants that it complies with California and federal disabilities laws and regulations. Proposer hereby warrants that the products or services to be provided under this contract comply with the accessibility requirements of section 508 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794d), and its implementing regulations set forth at Title 36, Code of Federal Regulations, Part 1194. Respondent agrees to promptly respond to and resolve any complaint regarding accessibility of its products or services. Respondent further agrees to indemnify and hold harmless the University and CSU from any claims arising out of its failure to comply with the aforesaid requirements. Failure to comply with these requirements shall constitute a material breach and be grounds for termination of this Agreement.

California Government Code 11135 requires the University to comply with Section 508 of the Rehabilitation Act of 1973, as amended, and to apply the accessibility standards published by the U.S. Access Board for electronic and information technology (EIT) products and services that it buys, creates, uses and maintains. EIT is defined by the Access Board at 36 CFR 1194.4 and in the FAR at 2.101

Additional information about CSU Accessible Technology Initiative can be found at the following website:

<http://www.calstate.edu/Accessibility/>

The CSU procurement and contract process for EIT acquisition includes the Electronic and Information Technology Accessibility Standards at 36 CFR Part 1194. Respondents who **propose services or technology products (e.g. software) and** wish to do business with the University must provide information about their product's conformance to applicable accessibility standards via the Section508 Evaluation Template also known as the Voluntary Product Accessibility Template (VPAT). Completion and submission of **a the VPAT (Appendix A)** is a requirement for University contracts for products and services where electronic and information technology is involved. **If proposing such information technology services or products, Proposer's** failure to complete and return **a VPAT with their** proposal shall deem your submittal non-responsive.

OTHER ACCESSIBILITY REQUIREMENTS

- a. Proposers selected ~~to participate in Phase II evaluation~~ will be required to provide, at their expense, a comprehensive third-party product accessibility evaluation that verifies the claims made on the systems and/or products VPAT(s).
- b. In addition to the report results, the report must include an executive summary that covers the accessibility barriers and the disability groups that are affected by the barriers.
- c. If any of the claims on the VPAT submitted with the original bid are found to be inaccurate then the Proposer shall provide a new VPAT that accurately reflects the accessibility status of the product.
- d. Proposers shall use a third-party accessibility evaluation service of their choice. The CSU can provide a list of proposers who provide this service.
- e. Proposers are required to submit a CSU Accessibility Roadmap that addresses product accessibility gaps (i.e. functions that are not usable by persons with disabilities). See the Accessibility Roadmap template for instructions on providing the following information:
 1. A list of known accessibility gaps
 2. The specific steps and timelines by which these known these gaps will be remediated
 3. A list of any workarounds for product accessibility gaps including:
 - i. Use of alternative business processes (e.g., offering phone support until your web-based support tools are accessible.
 - ii. Use of a third-party product to replace or supplement functionality in your product (e.g.

providing a programming interface, which allows other applications to interact with content in your product).

Section 3.18 – Section C – Administrative Documents

Appendix A – VPAT - **only if proposing services or technology products (EIT acquisition)**

Appendix B – Security Data Requirements Checklist

Small Business Preference Request form (Exhibit D): please check one of the boxes on the form and return with your proposal.

Appendix B was inadvertently omitted from the RFP. It is attached hereto:

Appendix B – Security Data Checklist

Questions/Responses

1	Question:	<p>In section 3.18 Proposal Format and Content (page 10), the University references two administrative documents that we did not see included in the RFP: Appendix A – VPAT and Appendix B – Security Data Requirements Checklist. Can the University please confirm if these are applicable to the scope of this RFP - Marketing and Student Recruitment Services? If so, can the University please provide the appendices?</p> <p>Is Appendix B, Security Data Requirements Checklist, the same thing as the Information Security Requirements Supplemental Provisions to the CSU General Provisions for Information Technology Acquisitions section? (Beginning on Page 16 of 19).</p> <p>Or is Appendix B something else?</p>
	Response:	See above for clarification and update
2	Question:	Section 3, item b, references ensuring "student fee dollars are going as far as possible." Can you clarify what is meant by "student fees"?
	Response:	In state-supported programs, student fees are what the students pay to augment the cost of instruction not fully covered by the State General Fund tax dollars allocated to the campus. State-supported students pay a flat rate based on part-time or full-time enrollment. In self-support programs, student fees are paid per unit and cover all costs of delivering the program, direct and indirect. Fees vary by program, ranging from \$300-\$1000/unit based on the costs that must be covered by the fee revenue.
3	Question:	Section 4, item g, references "establishing educational goals." Can you clarify what is meant by "educational goals" and what is your expectation of the vendor?
	Response:	Educational goals relate to the subject of a degree or credential and the level (undergrad/grad/credential). Our expectation of our partner would be to provide information necessary to ensure that the program selected aligns with the student's purpose for enrolling in a degree, degree-completion, or credential program.
4	Question:	What is your overall incremental growth anticipated?
	Response:	Growth will depend on each individual program.
5	Question:	Do you have a targeted number of new programs and anticipated enrollment per program?
	Response:	Section 2.2 (paragraph 3) of the RFP document identifies the programs that the campus has identified. This is not an exhaustive list.
6	Question:	Section (2.2) What is meant by "non-exclusive bids"?
	Response:	Clarification – The University is seeking to contract on a non-exclusive basis for the services described.
7	Question:	Section (2.2) Within 'Student Recruitment and Enrollment Services', what technology/CRM are you currently using to manage student recruitment/enrollment?
	Response:	Salesforce
8	Question:	Appendix C (5b) Is there an allocated budget for this project? Does that budget account for marketing expenses and/or vendor charges? Is this budget for 1 year?

	Response:	The budget will depend on each OPSA. The budget would be for both marketing expenses and vendor charges. The budget could be 1-year, or it could be longer, depending on the scope of the OPSA.
9	Question:	Is there a processing period for electronic submissions of proposals that we should be aware of in order to ensure timely delivery?
	Response:	No. Submission of proposals shall be to the following email: srumiano@csuchico.edu Proposers should allow sufficient time for electronic receipt. Proposals received after the deadline will not be considered.
10	Question:	Are you able to share any examples of current landing pages used for lead generation?
	Response:	https://onlinemba.csuchico.edu/
11	Question:	Are you looking for a partner that is experienced in the California market?
	Response:	Yes and beyond.
12	Question:	In regard to Section I, 1.3 "Other Accessibility Requirements", can the University please provide more information on when the Phase II evaluation occurs in the supplier selection process?
	Response:	See above for revised Section 1.3
13	Question:	In regard to Section I, 1.3, can the University please provide a list of the third-party accessibility evaluation services in the current stage of the process?
	Response:	Third-party accessibility evaluation is only required should a supplier be proposing the use of electronic and information technology products or services. The third-party evaluation will be requested from the successful respondent if needed.
14	Question:	In regard to Section I, 1.3, can the University please provide more information on when the CSU Accessibility Roadmap will need to be submitted? Is this Accessibility Roadmap required at the same time as this RFP response?
	Response:	Accessibility Roadmap is only required should a supplier be proposing the use of electronic and information technology products or services.
15	Question:	In regard to Section 3.18, the University references Appendix B - Security Data Requirements Checklist but this checklist does not appear to be included in this RFP. Could the University please provide clarification on its expectations related to Section C, Appendix B in the final deliverable?
	Response:	See answer in revision section above
16	Question:	To ensure we formulate an accurate financial proposal after receiving answers from CSU Chico by Friday, Feb. 12, may we request a deadline extension of one week for proposal submission?
	Response:	The University will not grant an extension at this time.
17	Question:	How many programs does CSU Chico plan to support as part of this initiative?
	Response:	CSU Chico is pursuing a strategic expansion of our online program portfolio and plans to support those programs that demonstrate the greatest financial viability, meet student needs and workforce demand, and align with the University's mission. We have no specific number in mind.
18	Question:	Which subjects/disciplines/credentials is CSU Chico seeking to put online, in addition to those under consideration as listed within the RFP?
	Response:	Additional subjects/disciplines for academic programs will be determined based on market research and institutional capacity; we would consider professional development, non-academic credit programs in addition to academic degree and degree-completion programs.
19	Question:	What Marketing support is CSU Chico looking for from our firm?
	Response:	This will be dependent on each individual OPSA.
20	Question:	Is there a defined budget for Marketing support?
	Response:	This will be dependent on each OPSA.
21	Question:	What marketing channels do you currently use and how are they performing?
	Response:	We utilize a variety of paid and organic digital and social media marketing strategies designed to connect with—and convert—identified targeted audiences, including but not limited to: SEM, SEO, PPC, etc.
22	Question:	Are there defined lead and/or start goals for each of the programs?
	Response:	This will be dependent on each OPSA.

23	Question:	Does CSU Chico have a defined target audience for each program? If so, what are the defined audiences?
	Response:	This will be dependent on each OPISA.
24	Question:	Is CSU Chico targeting a traditional university student and/or adult learner?
	Response:	Both
25	Question:	Are students enrolling part or full time?
	Response:	Both
26	Question:	What will be the anticipated tuition and credit hours for each program requiring support?
	Response:	Varies depending on the program.
27	Question:	Does CSU Chico expect to include advising and retention services as part of this initiative?
	Response:	Depends on OPISA, potentially as needed.
28	Question:	Would the University accept a competitive proposal for video production, given that this is a critical recruitment tactic and marketing tool? We are a certified MBE only performing video production for similar clients and would like to focus on this aspect for the Master Agreement.
	Response:	While video production may be a component of our overall requested scope of services, a proposal that only addresses this one area would be deemed non-responsive. We will keep your information should a need for your services arise.
29	Question:	What is your budget for this initiative?
	Response:	Depends on OPISA
30	Question:	Do you have any pre-determined enrollment goals based on budget?
	Response:	Depends on OPISA
31	Question:	Are you looking for any assistance in curriculum design?
	Response:	Depends on OPISA
32	Question:	Please help us understand what you mean by: Vendor to provide technology and marketing services as needed basis
	Response:	This is a Master Services agreement where the University plans to request services by negotiating and completing an Online Program Services Agreement ("OPISA" - see sample attachment on page 37) for multiple degree and non-degree online programs. There is no guaranteed number of programs that we will bring online during the term of the resulting contract, but we have identified the possible future programs in Section 2.2.
33	Question:	Please clarify whether a bond will be necessary pursuant to Subsection 25(b) of the Sample University Agreement in Exhibit A. Such bond requirements are highly atypical for the types of services requested in the RFP.
	Response:	A bond will not be requested.
34	Question:	Please confirm whether the federally required contractual terms beginning on Page 10 of Exhibit A are applicable to the services requested in the RFP. Do the requested services constitute "an emergency purchase"? Furthermore, Will Attachment A (Emergency Contracts) be necessary to the extent this RFP does not constitute an emergency purchase?
	Response:	No. This is not an emergency purchase.
35	Question:	Can CSU Chico please provide Appendix B – Security Data Requirements Checklist so vendors can complete this document?
	Response:	Please see response above
36	Question:	Has CSU 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:	Depends on OPISA
37	Question:	Did CSU Chico evaluate solutions that could meet its requirements through vendor presentations leading up to the RFP release? If so, what types and names of solutions and vendors were evaluated.
	Response:	No
38	Question:	Can CSU Chico share who will be on the evaluation committee for this RFP? Who has the authority to sign the proposal and how do they make decisions?

	Response:	Section 4.1 identifies the make-up of the evaluation team and the process for evaluation and award. Incoming proposals should be signed by an authorized representative of the company as identified in the Proposal Form – Proposal Certification document.
39	Question:	Given that you noted that you would be interested in learning about new audience and segmentation ideas, we are curious to know if: you currently purchase test taker names for these programs? Are you engaging young alumni/current seniors in campaigns for these programs?
	Response:	No
40	Question:	Can you provide a breakdown of geographic parameters from a marketing and recruiting perspective? Are you looking to expand your current geographic parameters?
	Response:	As a CSU Campus, we are primarily focused on CA, but online programs also provide us with an opportunity to expand our reach to national and international audiences.
41	Question:	Can you provide annual inquiry, completed application, and enrollment data for each of the programs for the past 2-3 years?
	Response:	The sample programs listed in the RFP do not exist yet, so we are unable to provide this information.
42	Question:	What are your growth targets for each program? Timeline for growth?
	Response:	This will be dependent on each individual OPSA.
43	Question:	What application are you currently using?
	Response:	Students currently use Cal State Apply to apply for our programs.
44	Question:	Do you have an incumbent providing the work requested in this RFP? If so are you satisfied with the incumbent providing the work requested? What is one thing that you would change from your current incumbent's relationship?
	Response:	While the University has a service provider providing similar services for a specific online program, the services requested in this RFP are expected to be broader in scope and will vary depending on the program being launched. The University will not comment on our supplier relationship.
45	Question:	CSU issued a substantially similar RFP in 2019. What has changed since that RFP and why are you reissuing this RFP now?
	Response:	This RFP is to secure a vendor under a master non-program specific contract with us on our standard terms and conditions, our intent is to enter into subsequent OPSAs of varying size and scope for future programs. The 2019 RFP was for a specific program.

All other terms, conditions, and provisions of the original Request for Proposal #2021-01SR, shall remain the same.

DATE: February 12, 2021

University File Copy Signed
Sara Rumiano
Chief Procurement Officer
Procurement and Contract Services