



The California State University



RFP 2019-02SR – Online MBA Marketing & Student Recruitment Services
10/17/19 11:00a.m.



Introductions

- Sara Rumiano, Director Procurement & Contract Services
- Terence Lau, Dean College of Business
- Ken Chapman, Associate Dean College of Business
- Clare Van Ness, Dean Regional & Continuing Education
- Larry Maligie, Interim Associate Dean Regional & Continuing Education
- Kathy Fernandes, Academic Technology Officer

Overview

RFP Key Dates and Schedule

Background – COB & RCE

Scope

Questions from Proposers

SCHEDULE OF EVENTS

Event	Date	Time	Location
Post RFP on P&CS Website & Bid Sync	October 1, 2019	5:00 p.m.	The University will post the RFP on the following website: http://www.csuchico.edu/purc/vendor/opps.shtml
Webinar Overview for Prospective Proposers	October 17, 2019	11:00 a.m.	The University will host a webinar describing our project. To access the Zoom meeting visit https://csuchico.zoom.us/j/9263611512 Meeting ID: 926 361 1512 Dial by your location +1 669 900 6833 US (San Jose) +1 646 558 8656 US (New York)
Deadline for Final RFP Written Questions/Clarification	October 22, 2019	4:30 p.m.	The University will accept written RFP questions and clarifications e-mailed to the following e-mail address: srumiano@csuchico.edu
University Written Responses to Proposer Questions	October 25, 2019	5:00 p.m.	The University will post all questions and responses on the following website: http://www.csuchico.edu/purc/vendor/opps.shtml
Deadline for Receipt of Proposals*	November 13, 2019	4:30 p.m.	Electronic submissions (preferred): Email to srumiano@csuchico.edu . Hard copy submissions: California State University, Chico Procurement & Contract Services Attn: Sara Rumiano 400 West 1 st Street Kendall Hall Room 206 Chico, CA 95929-0244 Online MBA Marketing and Student Recruitment Services RFP Number: 2019-02SR Due Date: Nov 13, 2019 4:30 p.m. P.S.T.
Proposal Evaluation Period	Nov 13-22 2019		Estimated period for RFP evaluation committee to review and evaluate written proposals.
Proposer Demonstrations/ Presentations	Week of December 9-13, 2019		Demonstrations, presentations, and company interviews may be held on the California State University, Chico campus or done via electronic means (e.g. Zoom). Date and time, and exact location to be announced to the top contenders. The number of finalists invited will be at the University's discretion.
Target Date for Notice of Intent to Award	December 17, 2019		Tentative date for University to announce intent to award.
Target Contract Award Date	January 6, 2020		Tentative date for contract award to the successful Proposer. The period between the intent to award date and contract award date will be the contract negotiation period.

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TABLE OF SERVICES- APPENDIX C

INSTRUCTIONS: This table is organized by the list of services listed in Scope of Services (Section II of the RFP) included in the bidder's proposal. Bidders should propose the services that they have found to be successful and cost effective for customers and services they are capable of delivering with high quality, confidence and reliability.

Proposals will be evaluated on the response to each category below. Please be brief and accurate in providing the information into the appropriate table cell.

Category Number and Title	Please keep responses BRIEF and to-the-point, summarizing the information and/or questions in this column.
1.0 BIDDER/COMPANY PROFILE AND EXPERIENCE	CSU Chico is soliciting bids to help launch a self-support online MBA program within twelve months of entering into a contract with the successful bidder. The successful vendor will help CSU Chico's College of Business (COB) and Regional & Continuing Education (RCE) to identify the potential for this market and to refine a marketing message that will resonate with potential students. The vendor will identify best practices that meet the needs of today's online graduate learner and steer CSU Chico towards a sustainable program with strong enrollment, broad recognition for quality, a focus on student success, and a reputation for being an outstanding value. The vendor will then help

Q&A Process & Info

Appendix B: Security Data Requirements Checklist SECURITY DATA REQUIREMENTS CHECKLIST

(Procurement Protected Information)

Please choose Yes (Y) or No (N) below to indicate types of CSU, Chico personal information to be collected, shared, accessed/transmitted, or stored by subcontractor or subcontractor's agent as part of the contract statement of work:

Line	Yes or No?	Confidential - CSU Level 1 (Section 8065.S02)	Procurement Use Only
1.		Does the subcontractor or agent employ access more than 1000 individual pieces of information (e.g., names and SSN, credit cards, medical records, or any combination)	N= Use Low Sec. Data Req. Y= Use High Sec. Data Req.
<input type="checkbox"/> All Yes <input type="checkbox"/> All No		PCI DSS; PA DSS; NACHA Requirements; HIPAA Requirement	APPLICABLE SECTIONS LINES 2 thru 6
2.		Name with credit card payment to University merchant ID	5.2
3.		Purchase of software to process name with credit card payment to University merchant ID	5.3
4.		Name with ACH payment to University bank account	5.4
5.		Medical records related to an individual (including disability information)	5.5
6.		Psychological counseling records related to an individual	5.5
<input type="checkbox"/> All Yes <input type="checkbox"/> All No		APPLICABLE SECTIONS LINES 7 thru 58	1, 2, 3, 4, 5.1, 5.6, 6, 7, 8, 9
7.		•The application stores passwords or credentials that grant access to level 1 and level 2 data	
8.		•The application stores PINs (Personal Identification Numbers)	
9.		•Birth date combined with last four digits of SSN and name	
10.		•Credit card numbers with cardholder name	
11.		•Tax ID with name	
12.		•Driver's license number, state identification card, and other forms of national or international identification (such as passports, visas, etc.) in combination with name	
13.		•Social Security number and name	
14.		•Health insurance information	
15.		•Medical records related to an individual (including disability)	
16.		•Psychological Counseling records related to an individual	
17.		•Bank account or debit card information in combination with any required security code, access code, or password that would permit access to an individual's financial account	
18.		•Biometric information	
19.		•Electronic or digitized signatures	
20.		•Private key (digital certificate)	
21.		•Law enforcement personnel records	
22.		•Criminal background check results	

- **RFP - Contact & Submission Information**

Sara Rumiano, Director Procurement & Contract Services & Chief Procurement Officer

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530-898-5270

<https://www.csuchico.edu/purc/supplier-vendor-info/mba.shtml>