MINNESOTA STATE COLLEGES AND UNIVERSITIES

BEMIDJI STATE UNIVERSITY

REQUEST FOR PROPOSAL (RFP)
FOR
ENROLLMENT MANAGEMENT SERVICES
# JANUARY 2021

# REQUEST FOR PROPOSAL (RFP)

## FOR ENROLLMENT MANAGEMENT SERVICES

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Notice

This Request for Proposal (RFP) does not obligate the Board of Trustees of the Minnesota State Colleges and Universities (Minnesota State) Bemidji State University (BSU) to award a contract or complete the proposed project and each reserves the right to cancel this RFP if it is considered to be in its best interest. Proposals must be clear and concise. Proposals that are difficult to follow or that do not conform to the RFP format or binding specifications may be rejected. Responding Vendors must include the required information called for in this RFP. Minnesota State reserves the right to reject a proposal if required information is not provided or is not organized as directed.

Bemidji State University also reserves the right to waive minor informalities and reserves the right to:

1. Reject any and all proposals received in response to this RFP;
2. Select a proposal for contract negotiation other than the one with the lowest cost;
3. Negotiate any aspect of the proposal with any Vendor;
4. Terminate negotiations and select the next most responsive Vendor for contract negotiations;
5. Terminate negotiations and prepare and release a new RFP;
6. Terminate negotiations and take such action as deemed appropriate.

Any decision to cancel or reject any and all proposals is in Minnesota State’s sole discretion. Minnesota State also reserves the right to change the evaluation criteria or any other provision in this RFP by posting notice of the change(s) on the Vendors and Suppliers at Minnesota State page. Vendors should check the site daily for updates (e.g. amendments, responses to questions) and are expected to review information on the site carefully before submitting a final proposal. Such changes or updates above constitutes written notice to each Vendor.
Definitions

Wherever and whenever the following words or their pronouns occur in this proposal, they shall have the meaning given here:

Minnesota State: State of Minnesota, acting through its Board of Trustees of the Minnesota State Colleges and Universities on behalf of Bemidji State University.

School: Bemidji State University (BSU)

System Office: The central system office of Minnesota State Colleges and Universities located at Wells Fargo Place, 30 7th Street East, Suite 350, St. Paul, Minnesota 55101.

Vendor: The firm selected by Bemidji State University as the successful responder(s) responsible to execute the terms of a contract.

Targeted Group Business (TGB): A business that is at least 51% owned and operated by a woman or person of color.

Minority-Owned Business Enterprise (MBE): Independent business which is at least 51% owned and operated by one or more minority group member (citizen of the United States or permanent resident who is Black, Hispanic, Asian, or American Indian).

Women-Owned Business Enterprise (WBE): Independent business which is at least 51% owned and operated by one or more women.

Please note, for TGB consideration, Minnesota State recognizes certification from at least one the following certifying agencies:

- State of Minnesota – Department of Administration
- Central (CERT) Certification Program
- North Central Minority Supplier Development Council
- Women’s Business Development Center

Economically Disadvantaged (ED) Business and Individuals: Independent business or persons which is at least 51% owned and operated by economically disadvantaged.

Veteran-Owned Business Enterprise (VO): Independent business which is at least 51% owned and operated by one or more veteran.
About Minnesota State and Bemidji State University

Minnesota State Colleges and Universities is the third-largest system of state colleges and universities in the United States. It comprises 37 state colleges and universities with 54 campuses located in 47 Minnesota communities. Minnesota State serves approximately 350,000+ plus students each year. Minnesota State employs more than 15,900+ dedicated faculty and staff focused on student success. Minnesota State is an independent state entity that is governed by a 15-member Board of Trustees. For more information about the colleges and universities of Minnesota State, please view its website at www.minnstate.edu.

Bemidji State University, located amid the lakes and forests of northern Minnesota, occupies a wooded campus along the shore of Lake Bemidji. Enrolling more than 5,100 students, BSU offers more than 80 undergraduate majors and eight graduate degrees encompassing arts, sciences and select professional programs. BSU is a member of the Minnesota State system of colleges and universities and has a faculty and staff of more than 550. The university's Shared Fundamental Values include environmental stewardship, civic engagement and international and multicultural understanding.

Authority

This RFP is undertaken by BSU pursuant to the authority contained in provisions of Minnesota Statutes § 136F.581 and other applicable laws. Bemidji State University will select the Vendor(s) whose proposal(s), and oral presentation(s) if requested, demonstrate in its sole opinion, the clear capability to best fulfill the purposes of this RFP in a cost-effective manner. Bemidji State University reserves the right to accept or reject proposals, in whole or in part, and to negotiate separately as necessary to serve the best interests of BSU. This RFP does not obligate Bemidji State University to award a contract or complete the proposed project and it reserves the right to cancel this RFP if it is considered to be in its best interest.

Project Overview

Bemidji State University is requesting proposals from enrollment management consulting and service firms to support BSU in seven key functions:

1. **Enrollment Management Consulting and Account Team Leadership.** Providing current, well-informed advice on enrollment landscape, challenges, opportunities, and best practices that positively impact enrollment outcomes. Ideally, these contributions should include transfer as well as traditional enrollment streams.

2. **Creative Services.** Based on an understanding of BSU’s identity, goals, and opportunities, work collaboratively with the Admissions Office and the Office of Communications and Marketing in developing marketing materials for outreach to high school students.
3. **Targeting Strategy** development and implementation, based in analytics demonstrated to increase focus on students likely to enroll at BSU.

4. **Inquiry Generation** through campaigns to high school sophomores and juniors and their parents.

5. **Application Generation** through campaigns to high school seniors and their parents.

6. **Reporting and Analytics.** Near-real-time monitoring and analytics of enrollment funnel data to assist BSU and partner firm in adjusting strategy and operations as appropriate to affect current year and subsequent year results.

7. **Data Exchange.** Regular exchange of information (e.g. daily) between vendor and BSU.

We are seeking a true partnership in which the strengths of the consulting and service firm complement those of BSU’s strategic enrollment management and admissions teams, allowing BSU to focus on success of current and incoming students and the enrollment partner to focus on identification of, outreach to, and application from diverse groups of students who are likely to enroll and be successful at BSU. Ultimately, we seek a sustainable, multi-year, multi-channel, and adaptive approach to enrollment management, which assists BSU in better fulfilling its mission as a public, regional, comprehensive university.

To support our multi-year approach, BSU seeks to establish a contractual relationship with a service provider with a three-year term, starting before April 1, 2021. There will be no guarantee of renewal. During the third year of the term, BSU, at its discretion, will produce another Request for Proposals from enrollment service providers.

**RFP Information Contact**

Bemidji State University’s authorized representative for purposes of responding to inquiries about the RFP is:

- **Name:** Ron Beckstrom
- **Title:** Director of Business Services
- **Address:** 1500 Birchmont Dr NE #13, Bemidji, MN 56601-2699
- **E-mail address:** ronald.beckstrom@bemidjistate.edu

Questions must include the name, telephone number and e-mail address of the questioner. Anonymous inquiries will not be answered. Answers will be posted on the same website as the RFP by the date indicated in the selection timeline of this RFP.

Other persons are not authorized to discuss RFP requirements before the proposal submission deadline and BSU shall not be bound by and vendors may not rely on information regarding RFP requirements obtained from non-authorized persons. Questions must include the name of the questioner and his/her telephone number, fax number and/or e-mail address. Anonymous inquiries will not be answered.
Duration of Offer

All proposal responses must indicate they are valid for a minimum of one hundred eighty (180) calendar days from the date of the proposal opening unless extended by mutual written agreement between BSU and the Vendor.

Prices and terms of the proposal as stated must be valid for the length of the resulting contract.

Minnesota State’s RFP Terms and Conditions

This RFP includes and incorporates Minnesota State’s RFP Terms and Conditions. Vendors should be aware of Minnesota State’s RFP terms and conditions in preparing responses to this RFP. Much of the language reflected in any resulting contract with Minnesota State is required by statute. If you take exception to any of the language in the terms and conditions, you must indicate those exceptions in your response to the RFP; certain exceptions may result in your proposal being disqualified from further review and evaluation. Only those exceptions indicated in your response to the RFP will be available for discussion or negotiation.

Authorized Signature

The proposal must be completed and signed in the firm's name or corporate name of the Vendor and must be fully signed by an authorized representative of the Vendor. Proof of authority of the person signing must accompany the response.

Selection and Implementation Timeline

<table>
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<th>Timeline</th>
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<tr>
<td>Tuesday, January 19, 2021</td>
<td>BSU publishes RFP notice in State Register</td>
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<tr>
<td>Wednesday, January 27, 2021</td>
<td>Deadline for submissions of vendor questions</td>
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<tr>
<td>Friday, January 29, 2021</td>
<td>Deadline to publish responses to RFP questions to be posted on RFP and Bids website</td>
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<tr>
<td>Monday, February 8, 2021</td>
<td>Deadline for RFP proposal submissions</td>
</tr>
<tr>
<td>Wednesday, February 24, 2031</td>
<td>Vendor(s) selected and notified</td>
</tr>
<tr>
<td>Wednesday, March 24, 2021</td>
<td>Proposed deadline for execution of a contract</td>
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Bemidji State University reserves the right to not award a contract. The dates noted above are estimates but are reasonable for the purposes of presenting deadlines.
**Contract Term**

Bemidji State University desires to enter into a contract with the successful Vendor(s) effective Wednesday, March 24, 2021, or on the date the last recognized signature is obtained, whichever occurs later. The length of such contract(s) will be three (3) years. If BSU and Vendor are unable to negotiate and sign a contract by March 24, 2021, then BSU reserves the right to seek an alternative Vendor(s).

**Proposal Deadline**

Submitted proposals must be received at the following address not later than 4:00 p.m. CT on Monday, February 8, 2021:

- **Institution:** Bemidji State University
- **Name:** Andy Wright
- **Title:** Director of Admissions
- **Address:** 1500 Birchmont Dr NE #13, Bemidji, MN 56601-2699

**Format of Proposals and Submission**

The Vendor shall submit two (2) bound copies of its RFP response and one (1) electronic copy in Microsoft Word format (either on USB drive or CD). One (1) copy of the proposal must be unbound and signed in blue ink by an authorized representative of the vendor.

Proposals must be sealed in mailing envelopes or packages with the responder’s name and address clearly written on the outside. Minnesota State, its employees, officers or agents shall not be responsible for any pre-opening or post-opening of any proposal not properly addressed and identified as **RESPONSE TO RFP FOR MINNESOTA STATE ENROLLMENT MANAGEMENT SERVICES**.

Proposals received after the Proposal Deadline date and time will not be considered and returned unopened.

Fax and e-mail responses will not be considered. Proposals made in pencil will be rejected. Alterations in cost figures used to determine the lowest priced proposal will be rejected unless initialed in ink by the person responsible for or authorized to make decisions as to price quoted. The use of “white out” is considered an alteration.

**Proposal Content**

Vendors must demonstrate their ability to deliver the following:
Enrollment Management Consulting and Account Team Leadership

- Bemidji State expects to be assigned a full-time, dedicated account manager and support team for the duration of the partnership. Please describe your account leadership structure and how our two teams will collaborate over the course of the engagement.
- Please describe your approach to up-front campaign strategy development.
- Please describe how your firm provides holistic strategic advisory support over the course of the partnership.
- If your firm engages in relevant industry research, describe how you make that research available to your partner institutions.
- How will you align the services proposed here with Bemidji State’s overall institutional strategy? Provide specific examples of research and consultative approaches you will take to achieve this goal.

Creative Services

- Please describe your organization’s philosophy and approach to creative development and execution.
- Bemidji State expects the selected vendor to manage all aspects of message development, publication design and creation, distribution management, digital strategy, communication planning and tracking, and responding to the leads generated by the campaigns. Please describe how your company would typically handle this request/expectation.
- Please describe any additional creative development services included in your proposal, beyond the development and production of materials and communications for the programs described herein.
- Bemidji State expects to have full editorial control over the creative development process. Please describe how your company would typically handle this request/expectation.
- Describe your creative research process, including any surveys, interviews, or other methods used in the development of creative materials.

Targeting Strategy

- Describe your approach to strategically identify qualified high school students for inclusion in your inquiry and application-generation campaigns in two parts:
  - How will your approach ensure full saturation of Bemidji State’s established primary markets?
  - How will your approach identify new markets across the national enrollment landscape? Bemidji State expects that your firm will use innovative approaches to strategically source new markets.
  - Describe any non-assessment list sources used in your targeting strategy.
At BSU, we celebrate and embrace diversity, and steadfastly seek to ensure equitable and inclusive environments for every person who learns, teaches, works, and visits our campus. How will you ensure that your inquiry and application generation campaigns develop an inclusive and diverse pool of inquiries and applicants?

Bemidji State expects the selected vendor’s targeting approach to be flexible and rooted in a nuanced understanding of our enrollment goals.

- If a predictive modeling approach is utilized to identify campaign audiences, describe how your approach ensures that viable prospects are not inadvertently overlooked in the modeling process.
- If there is proprietary access to a database of names provided through vendor, please describe how that is incorporated into the targeting strategy.
- Describe how you will manage all aspects of list purchasing, acquisition, and processing. Explain your experience working with the list sources as well as your processes for ensuring that Bemidji State’s campaigns launch as soon as possible once list source data is made available.
- Describe how you will approach the use of previously purchased names as part of your targeting strategy.

### Inquiry Generation

- Please describe how you will develop and execute year-round multichannel (print, email, and digital) marketing campaigns to targeted high school sophomores and juniors. Describe any best practices used to maximize response rates and inquiry-generation activity. Please clarify your definition of an inquiry-generation campaign responder and how that is measured.
- Provide evidence that your organization’s inquiry-generation programs attract students who are more likely to enroll, persist, and graduate from Bemidji State.
- Please describe how you will maximize engagement with parents to ensure their active participation in the recruitment process.
  - Please demonstrate your organization’s ability to collect parent contact information for a significant percentage of students targeted in the inquiry-generation campaigns and then appropriately capitalize on that parent data collection.
  - Describe how your campaigns will target parents whose contact information is not provided by students.
  - If available, please provide evidence of the impact of your parent engagement strategies on enrollment outcomes.
- Show examples of successful landing pages, which you have developed and hosted, that have successfully engaged students. Demonstrate how BSU’s brand identity could be incorporated into landing pages which successfully engage students.
• Please describe how you will ensure that responders and their parents will receive ongoing, year-round, multichannel communications (fulfillment campaign) to further cultivate their interest in Bemidji State.

• Please provide examples or describe how you will ensure that all communications and online landing pages must be device-optimized and responsive in design.

• Describe how communication with responders and non-responders is coordinated between vendor and Bemidji State, and at what point all communication is transferred to Bemidji State.

• Provide at least three samples of marketing materials (print, email, and digital) produced and used in the execution of inquiry-generation campaigns at other higher education institutions.

**Application Generation Programs**

• Please describe how you will develop and execute a multichannel (print, email, and digital) marketing campaigns to targeted seniors that leverage proven direct-marketing techniques and best practices for student engagement to maximize application-generation activity. Provide evidence that your campaigns are successful at substantially increasing application submissions at institutions similar to Bemidji State.

• Provide at least three samples of marketing materials (print, email, and digital) produced and used in the execution of application-generation campaigns at other higher education institutions.

• Please describe how you will develop and deploy, to applicants and their parents, follow-up communications that encourage application completion by reminding them to submit their official test scores and transcripts, etc.

• Describe how communication with responders and non-responders is coordinated between vendor and Bemidji State, and at what point all communication is transferred to Bemidji State.

**Reporting and Analytics**

• Regular and robust campaign monitoring and reporting are expected. Please describe your organization’s monitoring and reporting capabilities, as well as your process for mid-cycle campaign remediation and optimization.

• Bemidji State would like to have access to an online dashboard for self-service monitoring and analysis of the enrollment funnel. Please provide examples of how you would fulfill this need and, further, describe any analytics tools included in your proposal.

• Describe how you will provide benchmarking to contextualize Bemidji State’s performance against peers and competitors.

• Describe how you will develop and produce a monitoring portal that allows BSU to predict enrollment outcomes and identify students most likely to apply and yield at each stage of the enrollment funnel, enabling proactive strategy adjustment to achieve the best outcomes.
Data Exchange

• Please explain how your organization will support BSU with the exchange of data necessary for successful execution of the programs and strategies described herein. It is expected that the selected vendor will provide adequate support to BSU so that the data exchange process is secure and seamless and the lift on BSU’s data stewards is minimal.

• Inquiry and applicant responder files should be provided to BSU on a regular schedule, ideally daily, and in a format that is acceptable for loading into BSU’s system(s). Please describe your process for ensuring the secure, accurate, and timely exchange of campaign responder data.

Additional Requests and Services

Program Development Timeline

Please provide a timeline and production overview that illustrates major milestones toward program launch and clearly delineates expectations of Bemidji State’s leadership and staff. It is expected that programs are implemented within 8-12 weeks of contract award.

Communication Channels

• Briefly describe the various communication channels that your programs will utilize and provide rationale for their inclusion. This brief overview should demonstrate a keen understanding of the communication preferences of today’s college-bound students. Detail any research conducted to validate the use of each channel.

• Describe how your communications channels integrate with immersive virtual experiences of Bemidji State. Specifically note any impacts on student engagement or enrollment outcomes that you are able to achieve through such integration.

• Provide an overview of your organization’s approach to integrating digital marketing in your campaigns and outreach strategies, including impact highlights and rationale for targeting procedures, etc. In doing so, please provide examples of digital advertising developed on behalf of at least three partner institutions. Describe your process for digital innovation and maintaining pace in this rapidly evolving area.

• Please describe your organization’s ability to ensure strong email deliverability rates and provide your average Inbox Placement rate across your client base. Describe your capacity for management of large email volumes. How many emails does your organization send annually?

Testing and Innovations

Bemidji State expects to partner with an innovative organization that capitalizes on technological advances as well as a deep understanding of Generation Z students and enrollment landscape. Please describe your organization’s commitment to research, testing, and innovation, and provide specific examples of recent advances in your programs, approach, and methodology.
Case Studies and References

- Please provide a minimum of three case studies demonstrating the impact of your programs and strategies at institutions similar to Bemidji State. In doing so, please ensure that the case studies clearly indicate your organization’s influence. For example, if an institution grew enrollment by 10% year over year in partnership with your organization, the extent to which that growth can be attributed to your organization’s influence should be delineated as clearly as possible.

- Additionally, please provide a minimum of three references from current and/or former clients similar to Bemidji State.

Pricing Proposal

- Provide a clear breakdown of the audience quantities included in your proposal. For example, if your proposal targets high school sophomores and juniors and then targets high school seniors through different campaigns, quantities should be given for each campaign audience.

- If multiple pricing scenarios are being provided, base the three-year cost on the recommended option and then use additional charts for each scenario if offering multiple scenarios.

- Please provide a clear description of costs that describe any of the following that apply:
  - Core Program: Describe what is included in your core program costs, including details regarding the number of program launches, communications, creative versions, etc.
  - Digital Ad Placement: Describe your costs associated with the placement of digital ads. Please confirm whether these costs are entirely pass-through or if your organization levies a mark-up on digital ad placement.
  - Estimated Postage: Describe your estimated postage costs.
  - Estimated List: Provide an estimate of the costs associated with list name purchases for your proposed campaign contact quantities.
  - Total Annual: Summarize total annual costs for each program.

- Additionally, please provide an overview of any compelling features or services that your organization offers that have no associated costs but will clearly benefit Bemidji State or differentiate your organization from others offering similar services.

Optional Requests and Services

- The following services are optional and do not need to be included for consideration. Additionally, these products or services may be awarded separately from the above RFP process.

- Develop and produce analytics that provide an understanding of accepted students’ likelihood to yield through advanced surveying techniques and post-application submission analytics; identify candidates for follow-up.
• Develop and execute a survey for admitted students that did not enroll at Bemidji State for purposes of better understanding why students have chosen not to attend BSU, with a focus on identifying opportunities for improving strategies to enroll future students. It would be desirable to compare Bemidji State to other institutions to provide feedback, including ranking of factors such as campus environment, academic reputation, cost, and other insights.

Required Documents and Forms

1. Affidavit of Non-Collusion. Each Vendor must complete the Affidavit of Non-Collusion and attach it with the response.

2. Conflicts of Interest. Vendor must provide a list of all entities with which it has relationships that create, or appear to create, a conflict of interest with the work that is contemplated in this request for proposals. The list should indicate the name of the entity, the relationship, and a discussion of the conflict.

3. Minnesota Department of Human Rights Workforce – Affirmative Action Certification (if proposal exceeds $100,000, including extension options).

4. Minnesota Department of Human Rights Equal Pay Certificate Form (if proposal exceeds $500,000, including extension options)

5. Veterans Preference Form (if applicable).

6. Targeted Business Inclusion Form: Respondent must provide certification(s) that at least 51% of the business is owned and operated by a woman or minority.

Selection Process

The selection process includes
   Dr. Allen Bedford, Provost
   Andy Wright, Director of Admissions
   Kim Fisher, Assistant Director of Admissions
   Ashley Charwood, Admissions Representative
   Errin Jordan, Admissions Representative
   Matti Pelland, Admissions Representative
   Lindsay West, Admissions Representative.

This group will evaluate the proposals and make the final decision.
RFP Evaluation Factors

The following factors and their identified weight will be used by BSU to evaluate the responses:

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<th>No.</th>
<th>Evaluation Factors</th>
<th>Weight</th>
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<tr>
<td>1.</td>
<td>Proposal meet requirements stated in the RFP and adherence to Minnesota State Terms and Conditions</td>
<td>5%</td>
</tr>
<tr>
<td>2.</td>
<td>Primary Services:&lt;br&gt;a. Enrollment Management Consulting and Account Team Leadership (6%)&lt;br&gt;b. Creative Services (6%)&lt;br&gt;c. Targeted Strategy (6%)&lt;br&gt;d. Inquiry Generation (10%)&lt;br&gt;e. Application Generation Programs (10%)&lt;br&gt;f. Reporting and Analytics (6%)&lt;br&gt;g. Data Exchange (6%)</td>
<td>50%</td>
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<tr>
<td>3.</td>
<td>Additional Requests and Services:&lt;br&gt;a. Program Development Timeline (5%)&lt;br&gt;b. Communication Channels (5%)&lt;br&gt;c. Testing and Innovations (5%)&lt;br&gt;d. Case Studies and References (5%)</td>
<td>20%</td>
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<tr>
<td>4.</td>
<td>Price in relation to level of services to be provided</td>
<td>15%</td>
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<td>5.</td>
<td>Targeted Business Inclusion; respondent is a certified TGB and/or respondent commits to sub-contracting 10% or more of the value of the contract to a certified TGB</td>
<td>10%</td>
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<tr>
<td>6.</td>
<td>Preference to Economically Disadvantaged Business and Individuals, if applicable*</td>
<td>6%</td>
</tr>
<tr>
<td>7.</td>
<td>Preference to Service Disabled / Veteran-Owned Business and Individuals, if applicable*</td>
<td>6%</td>
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*Preferences are to be applied by adding 6% to the final cost proposal submitted by non-TGB/ED/VO respondents.

Bemidji State University reserves the right to name a date which all responding Vendors will be invited to present demonstrations or participate in an interview.

Bemidji State University does not agree to reach a decision by any certain date although it is hoped the evaluation and selection will be completed by the date identified in the Selection and Implementation Timeline.
A proposal may be rejected if it is determined that a Vendor’s ability to work with the existing infrastructure will be too limited or difficult to manage.

**Supplier Diversity**

Pursuant to policy 5.14 and Minn. Stat. 16C.16, Minnesota State Colleges & Universities is committed to taking affirmative action to ensure that minority-owned (MBEs) and women-owned (WBEs) businesses are given equal opportunity to provide their goods & services to Minnesota State. Targeted Business inclusion is a part of the criteria for this request for proposal to facilitate Minnesota State’s fulfillment of this commitment.

For all goods & services contracts estimated to be in excess of $50,000, all responding Vendors are required to complete the attached [Targeted Business Inclusion Form](#) and attach hard copies of TGBs certificates verifying that the Vendor is certified by one of the certifying agencies recognized by Minnesota State (see acceptable certifications in the definitions section of this RFP). Vendors are not required to include TGBs in their bid response; however, it should be noted that TGB inclusion is ten percent (10%) of the total proposal criteria.

**ED/VO Preferences:**

For information regarding certification, contact the OEP at 651-201-2402 or you may reach the Helpline by e-mail at procurement.equity@state.mn.us. For TTY/TDD communications, contact the Helpline through the Minnesota Relay Services at 1.800.627.3529.

**Economically Disadvantaged (ED) Business and Individuals**

In accordance with Minnesota Rules, part 1230.1810, subpart B certified Economically Disadvantaged (ED) Businesses submitting proposals as prime contractors shall receive the equivalent of a six percent (6%) preference in the evaluation of their proposal. Eligible ED businesses must be currently certified by the Minnesota Department of Administration’s Office of Equity in Procurement (OEP) prior to the solicitation opening date and time.

**Veteran-Owned (VO)**

In accordance with Minn. Stat. § 16C.16, subd. 6a, (a) Except when mandated by the federal government as a condition of receiving federal funds, the commissioner shall award up to a six percent (6%) preference, but no less than the percentage awarded to any other group under this section on state procurement to certified small businesses that are majority-owned and operated by veterans.
Proposed Contract

The draft contract template used by Minnesota State Colleges and Universities can be found at: https://www.bemidjistate.edu/offices/business-services/wp-content/uploads/sites/122/2021/01/4_ProfessionalTechnicalContract-032020.pdf