MINNESOTA STATE COLLEGES AND UNIVERSITIES

Northland Community and Technical College

REQUEST FOR PROPOSAL (RFP) FOR
Student Pipeline Analysis and Recommendations
November 2021

REQUEST FOR PROPOSAL (RFP)

FOR Student Pipeline Analysis and Recommendations

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Notice

This Request for Proposal (RFP) does not obligate the Minnesota State Colleges and Universities system, its Board of Trustees or Northland Community and Technical College 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.

Northland Community and Technical College 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 Northland Community and Technical College.

School: Northland Community and Technical College

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 Minnesota State 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.

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 Northland Community and Technical College

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.

Northland Community and Technical College has campuses in East Grand Forks and Thief River Falls Minnesota and sites in Roseau and Warroad. Northland’s general service area in Northwest Minnesota borders North Dakota and Canada. In 2021, Northland Served 3,896 learners. Northland offers over 80 program options an employs 153 faculty and 96 staff.

Authority

This RFP is undertaken by Northland Community and Technical College (hereinafter “MINNESOTA STATE”) pursuant to the authority contained in provisions of Minnesota Statutes § 136F.581 and other applicable laws. MINNESOTA STATE 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. MINNESOTA STATE 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 MINNESOTA STATE. This RFP does not obligate Minnesota State 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**

MINNESOTA STATE is requesting proposals to assist in developing of a strategic enrollment pipeline analysis and recommendations for Northland Community and Technical College. Northland Community and Technical College has had a significant decline in enrollment over the past 10 years. Northland is requesting proposals from vendors that would analyze the student pipeline from inquiry through graduation to identify strategies using national best practices to implement to ensure enrollment sustainability for the region. This analysis may include reviewing marketing strategies, reviewing the student experience from inquiry through enrollment and registration as well as reviewing students who are leaving before completing coursework. Gaps identified will have recommendations for ways that Northland can pivot to better serve the students of Northwest Minnesota and North Dakota. Recommendations may be in terms of new programming, restructuring of offerings and services and new enrollment strategies.

**Technical/Functional Requirements**

The goal of the project is to increase enrollment through increased retention and identification of new markets from 1600 full time equivalent students to 2000 full time equivalent students.

The vendors should have familiarity with the Minnesota State System. The vendors should be an experienced enrollment professional who is skilled with collaborating with college staff and have experience in national best practices in strategic enrollment management including identifying gaps in college enrollment plans and strategies, identifying new markets and identifying gaps in student retention through graduation. The vendor will be working directly with enrollment, admissions, advisors, student services, academic deans and marketing staff from the college. The vendor will have skills in identifying data and metrics and working to shape a strategy of using data to make enrollment and retention decisions.

**RFP Information Contact**

MINNESOTA STATE’S authorized representative for purposes of responding to inquiries about the RFP is:

- **Name:** Sandra Kiddoo
- **Title:** President
- **Address:** 1101 Highway One East, Thief River Falls, MN 56701
- **Telephone:** 218 793 2465
- **E-mail address:** sandy.kiddoo@northlandcollege.edu
Other persons are not authorized to discuss RFP requirements before the proposal submission deadline and MINNESOTA STATE 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 sixty (60) calendar days from the date of the proposal opening unless extended by mutual written agreement between MINNESOTA STATE 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>
<thead>
<tr>
<th>Key Dates</th>
<th>Timeline</th>
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<tbody>
<tr>
<td>Thursday, December 2, 2021</td>
<td>Publishes RFP notice in State Register</td>
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<tr>
<td>Friday, December 10, 2021</td>
<td>Deadline for Vendors to submit clarifying questions</td>
</tr>
<tr>
<td>Monday, December 13, 2021</td>
<td>Deadline to publish responses to RFP questions</td>
</tr>
<tr>
<td>Thursday, December 16, 2021</td>
<td>Deadline for RFP proposal submissions</td>
</tr>
<tr>
<td>Monday-Tuesday, December 20- 21, 2021</td>
<td>Oral presentations by Vendors via Zoom; link will be provided as scheduled</td>
</tr>
<tr>
<td>Thursday, December 23, 2021</td>
<td>Vendor(s) selected and notified</td>
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</tbody>
</table>
MINNESOTA STATE 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**

MINNESOTA STATE desires to enter into a contract with the successful Vendor(s) effective on the date the last recognized signature is obtained, whichever occurs later. The length of such contract(s) will be 6 months. If MINNESOTA STATE and Vendor are unable to negotiate and sign a contract by January 31, 2022 then MINNESOTA STATE reserves the right to seek an alternative Vendor(s).

**Proposal Deadline**

Submitted proposals must be received at the following address not later 4:30 pm on Thursday December 16, 2021.

Institution: Northland Community and Technical College  
Name: Shannon Jesme  
Title: Vice President of Administrative Services  
Email: shannon.jesme@northlandcollege.edu  
Mailing Address: 1101 Hwy 1 E, Thief River Falls, MN 56701  
Street Address: (if different than mailing address)

**Format of Proposals and Submission**

Responses must be submitted via email in Microsoft Word or Adobe PDF format. If file sizes are too large, please create multiple smaller files and email them separately. Hyperlinks to submissions in cloud storage will not be accepted. All pages must be numbered and font size no smaller than 10 point. MINNESOTA STATE’S email receipt time stamp will be used for consideration, not the senders.

Proposals received after the Proposal Deadline date and time will not be considered. Fax and 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 submit the following information:
1. **Adherence to MINNESOTA STATE Terms and Conditions:** A statement of the objectives, goals, and tasks to show or demonstrate the vendor's view and understanding of the nature of the contract.

2. **Work Plan:** A description of the deliverables to be provided by the vendor along with a detailed work plan that identifies the major tasks to be accomplished and be used as a scheduling and managing tool, as well as the basis for invoicing.

3. **Cost/Value:** Identify the level of MINNESOTA STATE’S participation in the contract, as well as any other services to be provided by Minnesota State, and details of cost allowances for this participation.

**Terms of Payment**

Payment shall be made by MINNESOTA STATE promptly after Vendor’s presentation of invoices for services performed and acceptance of such services by MINNESOTA STATE’S authorized representative. All services provided by the Vendor pursuant to the resulting contract shall be performed to the satisfaction of MINNESOTA STATE, as determined at the sole discretion of its authorized representative, and in accordance with all applicable federal, state and local laws, ordinances, rules and regulations. The Vendor shall not receive payment for work found by MINNESOTA STATE to be unsatisfactory or performed in violation of any applicable federal, state or local law, ordinance, rule or regulation.

**Required Documents and Forms**

1. **Affidavit of Non-Collusion.** All vendors must complete the [Affidavit of Non-Collusion](#) and submit 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. **Workforce Certificate.** For all contracts estimated to be in excess of $100,000, vendors are required to complete the Minnesota Department of Human Rights [Workforce Certificate Form](#) and submit your certification with the response (including extension options).

4. **Equal Pay Certification.** For all businesses with 40 or more employees and a contract is estimated to be in excess of $500,000, responders are required to complete the Minnesota Department of Human Rights [Equal Pay Certificate Form](#) or claim exemption prior to contract execution. Submit your certification with the response (including extension options).
5. Targeted Group Businesses (TGBs). If applicable, eligible certified TGBs businesses will receive preference in the evaluation of its proposal as outlined below. Submit your certification with the response. [Targeted Business Inclusion Form](#)

6. Economically Disadvantaged (ED)/ Veteran-Owned (VO) Businesses and Individuals Preference. If applicable, eligible certified ED/VO businesses will receive preference in the evaluation of its proposal as outlined below. Submit your certification with the response. Vendors may apply for certification through the [Minnesota Small Business Certification Portal](#).

## Selection Process

The selection process includes President, Provost, Dean of Student Services, Registrar/Director of Advising, Director of Enrollment and Admissions and Director of Marketing. 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 Minnesota State to evaluate the responses:

<table>
<thead>
<tr>
<th>No.</th>
<th>Evaluation Factors</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Adherence to MINNESOTA STATE Terms and Conditions</td>
<td>5%</td>
</tr>
<tr>
<td>2.</td>
<td>Work Plan</td>
<td>25%</td>
</tr>
<tr>
<td>3.</td>
<td>Price [OR Price in relation to level of service to be provided]</td>
<td>30%</td>
</tr>
<tr>
<td>4.</td>
<td>Completeness, thoroughness and detail of response as reflected by the proposal’s discussion and coverage of all elements of work listed above</td>
<td>30%</td>
</tr>
<tr>
<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>
</tr>
</tbody>
</table>

| Total | 100% |

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

MINNESOTA STATE 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 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 Group Business (TGB) inclusion is a part of the criteria for this RFP 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. 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.

Minnesota State recognizes certifications 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**

Preference to TG/ED/VO Businesses and Individuals

Register to become certificated or 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. Eligible TG/ED/VO 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.

Targeted Group

In accordance with Minnesota Rules, part 1230.1810, Subpart B. A certified Targeted Group may be awarded up to a six percent preference as prime vendor in the amount offered over the lowest responsible offer from another vendor. The preference in the evaluation of the final cost proposal

Economically Disadvantaged (ED) Business and Individuals

In accordance with Minnesota Rules, part 1230.1810, Subpart B. A certified Economically Disadvantaged may be awarded up to a six percent preference as prime vendor in the amount offered over the lowest responsible offer from another vendor. The preference in the evaluation of the final cost proposal.
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 to the final cost proposal, 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.