



Request for Proposals

Mississippi Valley State University

THIS IS
NOT AN
ORDER

14000 Hwy 82-W #7244
Itta Bena MS 38941-1400

Web Address: www.mvsu.edu/purchasing/

Phone No: (662) 254-3319 Fax (662) 254-3314

Bid Title:

Slate Consulting Project

Requester and Requesting Department:

Dr. Etosha Johnson
Admissions

Term – End of Month

Bids/Proposals – Do not include State or Federal Taxes in your bids/proposals. The University is exempted from these taxes. All order will be placed with successful bidder by Official Purchase Order.

This bid/proposal will be awarded on a line by line basis

This bid/proposal will be awarded on a all or none basis

However, the University reserves the rights to award any and all bids/proposals in the best interest of the University.

Date:

9/19/2023

Bid No.

VSRP 1001046

Number of Pages

8

Change Order:

Original

Mississippi Valley State University is considering the purchase of the following item (s). **We ask that you submit your Bids/Proposals in three copies.** Rights are reserved to accept, or reject any and all parts of your bid/proposals. Your bid/proposals will be given consideration if received in this Office on or before the date and time below.

Bid/Proposal opening {Date and Time}

October 25, 2023 @ 2:00 p.m.

Mississippi Valley State University

Carla T. Williams

By: Carla T. Williams, Purchasing Director

Email: ctwilliams@mvsu.edu

NOTE: If you cannot quote on the exact material shown, please indicate any exceptions, giving brand names and complete specifications on any alternate. Mississippi Valley State University reserves the rights to accept any alternate of equal or greater quality or performance. We also reserve the rights to waive any irregularities that may appear in the Bids/Proposals specifications.

ITEM	QUANTITY	DESCRIPTIONS	UNIT PRICE	TOTAL NET PRICE
		See Attachment for Bid packet.		

Please show Bid/Proposals No. on outside of Envelope

If checked, Mississippi Valley State University reserves the rights for an additional 60 days to purchase and additional 20% of this bid/proposal at the same cost.

We quote you as above F.O.B – Mississippi Valley State University. Shipment can be made within days from receipt of the order.

<p>Terms: </p> <p>Date: </p> <p>Phone/Fax: </p>	<p>Company Quoting</p> <p>Name </p> <p>Address </p> <p>City, State </p> <p>Zip Code </p>	
<p>Official Signature: </p>		

Mississippi Valley State University

Request for Proposal for SLATE

2023

I. Overview

The Request for Proposal (RFP) is to solicit proposals for consultant services. Mississippi Valley State University is under the jurisdiction of the Mississippi Board of Trustees of the State Institution of Higher Learning. In accordance with the Board policies and bylaws, RFP's must be used to obtain Professional Services Contracts when cost is expected to exceed a specific dollar amount for all institutions under the broad jurisdiction.

Mississippi Valley State University (MVSU) seeks to utilize a consultant service for the implementation of the CRM program known as SLATE in the Admission & Recruitment department.

II. Background

Mississippi Valley State University, as a Carnegie Classified Master's University, provides comprehensive undergraduate programs in education, the arts and sciences, and professional studies. The University is driven by its commitment to excellence in teaching, learning, service, and research—a commitment resulting in a learner-centered environment that prepares critical thinkers, exceptional communicators, and service-oriented, engaged, and productive citizens. MVSU is fundamentally committed to positively impacting the quality of life and creating extraordinary educational opportunities for the Mississippi Delta and beyond.

Mississippi Valley State University is a residential institution with approximately 2,000 student equivalents. The university has approximately 525 employees (part-time and full-time combined) on its payroll which are paid bi-weekly and monthly.

III. Administrative Information

The terms and conditions, specifications and instructions that govern the proposals are listed in the RFP. The purpose of RFP is as followed:

- To provide Mississippi Valley State University Office of Admission with recruitment and outreach from prospect to applicants to enrolled students.
- To use a comprehensive CRM for the entire student life cycle.
- To use data visualization tools to identify prospective students.
- To provide drip marketing campaigns.

A. Term of Contract

The anticipated term of the contract awarded pursuant to this RFP (the "Contract") approximately from six months to one year. The contract will begin on or about November 1, 2023. MVSU reserves the right to terminate a contract at any time with ninety days written notice.

B. Schedule of Proposal Submission Date

1. First Date of Advertisement 9-26-2023
2. Release of Request for Proposals to Vendors. 9-26-2023
3. Second Date of Advertisement 10-3-2023
4. Deadline for Submitting Written Inquiries 10/11/2023
5. Submission of Written Inquiries Available Online 10-17/2023
6. Proposal Due to the Office of Purchasing 10/25/2023

C. Inquires

Questions regarding the RFP, or the services requested in it, should be emailed to the following address no later than 2:00 p.m. (CST) (date) 10/11/2023.

Send all inquiries to:

Dr. Etosha Johnson etosha.johnson@mvsu.edu

Subject: Q&A Slate RFP- Admission

Vendors can also send questions via email to purchasing@mvsu.edu the subject line of the email should read "Q&A Banking Services RFP." All questions should be received by MVSU no later than 2:00 p.m. (CST) on (date) 10/11/2023, and will be answered by (date) 10/17/2023. Questions received after the deadline will not be answered.

All questions will become a form of written addendum to the specifications. All addenda issued shall become part of the RFP. The written addendum for Slate implementation services for the Admission & Recruitment department can be retrieved at <http://www.mvsu.edu/purchasing>. Then click current bids, it will be the vendor responsible to visit the purchasing website daily for additional addendums. Failure of the vendor to receive such an addendum or clarification shall not release the vendor from any obligation of the proposal as submitted.

D. Proposal Submission

Proposal must be submitted on the enclosed pricing form. Proposals received on any other forms will not be accepted. Proposal must be received in the Office of Purchasing no later than 2:00 p.m. (CST) on (date) 10/25/2023. Any proposal received after the time or specified date will not be considered. The opening time for the bill proposal for the consultant services will be 2:00 p.m. The proposal must give the full name and business address and must be signed by an individual authorized to bind the bank.

The proposal must be submitted in a sealed envelope or packet clearly marked "Proposal for Consultant Services" to the following address:

Mississippi Valley State University
Office of Purchasing
Attn: Carla Williams
W.W. Sutton Administration Building
Suite 155, Office 160
14000 Hwy. 82 West
Itta Bena, MS. 38941

E. Evaluation of Proposals

A committee will evaluate all proposals received. Evaluations will be based on the criteria outline in the proposal in a manner it deems appropriate. All proposals will be evaluated on the same criteria. The following will be considered when examining the proposals:

- How long have you been in business?
- How long have you been doing consultant services?
- What other colleges/universities have you assisted with the implementation process?
- What is the cost of implantation of SLATE of a university of this size?
- How long will the implementation services take?
- What is your response time in case of troubleshooting or technical issues?

F. Selection Criteria

The following criteria will be used by MVSU for the evaluation of the proposals and the award recommendation:

- 30 points- reliability
- 20 points- cost
- 15 points- compliance with requirements as described in the RRP
- 15 points-experience
- 15 points- longevity of company
- 5 points- Technology innovativeness

Mississippi Valley State University reserves the right to waive any defect, irregularity, or informality, and to reject any or all proposals or any parts thereof, and select the proposal deem to be in the best interest of Mississippi Valley State University.

IV. Description and Scope of Services Requested

PROPOSAL FOR:

Mississippi Valley State University

SUBMITTED TO

Etosha Johnson, PhD

Director of Admissions & Recruitment

PROPOSAL FOR PROFESSIONAL SERVICES

SLATE IMPLEMENTATION

The implementation begins with a strategic consultation about existing processes and recommendations for modification. Modules are implemented on a weekly basis and a project plan will be provided after the initial consultation. The implementation covers the foundational elements of Slate necessary to be up-and-running with the system within an expedited time frame. The implementation kicks off with a with a 1.5 day visit to campus.

Modules included:

- Application build and integrations
- One custom recommendation form, if needed
- All admission-centric materials (excludes financial aid items)
- Up to two custom workflows in workflow tool (reader bins, tab groups, materials, automation)
- Two reader review forms per process (total four) without calculations
- One custom reader dashboard portal. We will provide standard display here (bio/demo data, program information, school/test history)
- One custom application status page with the following elements: banner image, welcome message, checklist configuration, material upload configuration, payment configuration, Facebook page timeline embed, two custom elements (content development not included).
 - The applicant portal leverages Slate's portal editor and includes the ability for applicants to view checklists, upload materials, view decision letters and respond to offers of admission, as well as help text, staff assignments/contacts, and social media feeds. This does not include any custom design. One external inquiry form, conditional logic included (Does not include custom scripting)
- One internal inquiry form with interaction configuration

- Up to four event/scheduler templates and shells for five associated transactional communications
- Up to four event landing page portals
- All communications copy to be provided by client for the following communication configurations
 - Drip campaigns
 - System email configuration for application submitted, missing materials, decision notification
 - Decision letter configuration
- Field and prompt configuration
- Interaction configuration
- User configuration
- Creation of any custom permissions or population permissions to meet needs of above processes
- Creation of necessary automation to support defined processes
- Payment and deposit rule sets
- Reply forms and associated automation
- Base reporting functionality
- Origin source initial configuration
- Source format configuration
- Detail tab forms for person and applications
- Dashboards for person and applications

- Data export configuration
- Import of current data in tandem with team

SLATE DATABASE BRANDING

Build brand elements for public-facing landing page header/footer as well as general styling for public-facing forms, applications and events. Technolutions may deliver a foundational branded database upon signature. Branding impacts testing of various features within the database and MVSU will need to dedicate internal resources to the development of this if you opt to not proceed with this configuration.

SLATE TRAINING

The one-day, on-site training is designed as a comprehensive overview of the core foundational elements of Slate. While comprehensive in nature, the training is catered toward the audience and may contain deeper dives into various modules, dependent on institutional need. If more than one training is necessary, they may be scheduled on consecutive days within the same week or at alternate dates throughout the year.

ONGOING SUPPORT

The support service is specifically designed to address existing infrastructure, implemented functionality and errors and issues related to system elements not functioning as desired. Support does not include direct build of requirements or training, although we will provide supporting documentation and/or details on why elements were not functioning as desired and how the fix, if needed, was deployed. Two users per institution may submit unlimited requests for asynchronous support.

Bid Response:

If you are **not** a registered supplier and you wish to do Business with the State of Mississippi, click here to register: [State of Mississippi Supplier Registration](#). If you attempt to complete the registration process and you are already a converted vendor in MAGIC, you will receive a duplicate error message. Please call MMRS Call Center at (601)359-1343, Option 2 for assistance in locating your vendor information.

Copies:

Response to this bid require (5) five copies, (1) One copy with the Company information and appropriate signature (4) four blind copies without company logo or identifying marking other than pricing and bid response.

Bids

All proposals must be sealed and received by 2:00pm when they are mailed to the University. However, if should you choose to use the electronic method of delivery it **MUST BE** in the MAGIC System not the University email.