

Mississippi State University
Request for Proposals (RFP) 24-73
Student Success Software for the MSU Center for Advising

ISSUE DATE: August 6, 2024

ISSUING AGENCY: Office of Procurement and Contracts

Mississippi State University
610 McArthur Hall
245 Barr Avenue
Mississippi State, MS 39762

Sealed Proposals, subject to the conditions made a part hereof, will be received **September 3, 2024 at 2:00 PM in the MSU Office of Procurement and Contracts, same address above**, for furnishing services and potentially, optional services as described herein.

IMPORTANT NOTE: Indicate firm name, and RFP number on the front of each sealed proposal envelope or package.

All inquiries concerning this RFP should be directed to:

Caleb Alford

Office of Procurement and Contracts, (Same address above)

calford@procurement.msstate.edu

662-325-2550

Any addendum associated with this RFP will be posted at <http://www.procurement.msstate.edu/procurement/bids/index.php> located under RFP 24-73. It is the respondent's responsibility to assure that all addenda have been reviewed and if applicable, signed and returned.

1. UNIVERSITY AND CENTER FOR ADVISING OVERVIEW

Mississippi State University (MSU) is a comprehensive land grant university of 21,500+ students and approximately 5,000 faculty and staff. The main campus is located adjacent to the community of Starkville in northeast Mississippi, with a remote campus located in Meridian with an enrollment of around 700 students. Additionally, the university operates several remote agricultural experiment stations and has an Extension office located in each of the eighty-two Mississippi counties.

Additional information about MSU can be found at our website www.msstate.edu.

MSU's Center for Advising is a Pilot Program in proactive advising designed to more effectively communicate with students about their academic progress and overall well-being. In order to provide the best service and communication to the students it serves, the CFA is interested in utilizing student success software.

2. INVITATION TO SUBMIT PROPOSAL ON RFP

The Mississippi State University Center for Advising (CFA) seeks a web-based application system that will enable the staff members in the CFA to maximize communication with students, utilize historic and predictive analytics, provide records of interactions with students, and provide the ability to report useful data that will aid in promoting retention and persistence among MSU students being advised by members of the CFA staff. This RFP will be limited to students served in the CFA, which currently serves approximately 1,000 students.

3. SCOPE OF SERVICES REQUIRED

The Software services should include the following:

Communications and Functions:

- 1) University appointment scheduling for advising/coaching.
- 2) Kiosk capability to document student check-ins/in-person visits.
- 3) The ability to utilize text messaging and email for student communications, including the ability for automated communication.
- 4) A mobile application for students that allows them to view their class schedule, directly contact their advisor, participate in job simulations, and create custom task lists.
- 5) Ability to use the platform for email communication with other campus offices.
- 6) Ability to solicit information from faculty specific to student performance
- 7) Uniform documentation on student interactions with staff and ability to access a history of communications.

- 8) Ability to create, upload, and access student notes, appointment summaries, and other reporting of student actions (such a student drop-ins or tutoring sessions).
- 9) Targeted reminder services and message campaigns for key academic events such as registration.
- 10) Ability to tailor appointment and message campaigns based on students' differentiated needs.
- 11) Ability for staff to create custom to-do items for students
- 12) Provide staff with the ability to tailor their appointment availability in a calendar that syncs with Microsoft Outlook calendars.
- 13) Provide the staff with the ability to schedule student service-based appointments that will be automatically added to the student's calendar.
- 14) View full list of assigned students in one location.
- 15) Ability to tailor user roles and permissions based on staff roles and the need to access specific information and features.
- 16) View student profiles to include transcript, GPA, class schedules, and appointments.
- 17) Import and create student lists based on specific demographic or performance indicators.
- 18) Ability to create custom student populations that do not exist in the Student Information System (SIS)
- 19) Provide campus service and resource information that staff and students are able to access.
- 20) The ability to impersonate users in order to provide necessary services.
- 21) Access to a communication platform available to users/accounts outside of the university in order to share available knowledge and resources.
- 22) Access to the provider's research related to student success and advising
- 23) No less than three references and contact information for references from R1/"Research Highest" universities with an enrollment of 20,000 or more students.

Student Success Indicators/Analytics:

- 1) The ability to provide historical and predictive analytics for enhanced student success.

Reporting:

- 1) Analyze and configure data by specific parameters (to include combining LMS and SIS data) that will help monitor student performance and intervention effectiveness.
- 2) Configure exported data by specific parameters to target potential student populations for further intervention.
- 3) Generate reports specific to student/staff appointments, appointment summaries, messaging campaigns, and enrollment/registration.

Personnel:

- 1) An individual employee with the provider who can provide consistent feedback and technical assistance in maintaining and expanding usage of the product.

Users

Users will be limited to members of the CFA staff and the students those individuals advise.

a) Technical Requirements

- Provide product interfaces that are compliant with WCAG 2.1 AA.
- Must provide a Voluntary Product Accessibility Template (VPAT) for all software interfaces.
- End User application capability to be installed and operated on mobile, PC's, and Mac devices.
- Integrate with the university's single sign-on authentication system
 - For hosted solution - CAS or Shibboleth
 - For on-premises solution – CAS, Shibboleth or Active Directory
- Provide a completed Higher Education Cloud Vendor Assessment Tool (HECVAT) (lite version available at: <https://www.ren-isac.net/public-resources/hecvat.html>).
- System must be secure and meet all local, state and federal data security standards.
- Provide applicable certifications such as SOC2 documentation.
- The system should be flexible/scalable to meet changing needs.
- Please address additional costs associated with adding new users. (Note: all users will be advised in the CFA and will no longer use this system when they move into departmental advising).
- MSU requires a completely hosted, cloud-based solution. Confirm that there are no on-premises requirements for any part of the solution that includes data acquisition.
- Provide evidence of experience working with Banner, which is MSU's student information system.
- Describe your security controls to safeguard customer information.
- Explain types of permissions or security are in place to protect a student's right to privacy.
- Ownership rights to all data, inputs, and outputs are retained by MSU.

b) Reporting/Forms, Custom Fields, Files

- Reports should be provided in multiple formats. Most reports, if not all, should be viewable on screen with options to download in Excel, PDF, CSV, Word (.doc/.rtf), or API access.

- The system should have the ability to create custom fields by select users and system administrators
- The bidder should explain in detail the reporting function of the system.

System Installation, Maintenance, and Support

The CFA requests the bidder to provide installation and in-person training prior to October 1, 2024.

The initial award will cover a 24-month period of time. Bidders shall provide details on licensing requirements and all ongoing expenses for maintenance and support.

4. INQUIRIES ABOUT RFP

Prospective respondents may make written inquiries concerning this request for proposal to obtain clarification of requirements. **Questions should be submitted either via a Word document or plainly typed in the email itself.** Responses to these inquiries may be made by addendum to the Request for Proposal (RFP). Please send your inquiries to **Caleb Alford** via electronic mail at calford@procurement.msstate.edu.

All inquiries should be marked “URGENT INQUIRY. MSU RFP 24-73”

5. ADMINISTRATIVE INFORMATION

a) Issuing Office

This RFP is issued by the following office:

Office of Procurement and Contracts
 Mississippi State University
 245 Barr Avenue, 610 McArthur Hall
 Mississippi State, MS 39762

b) Schedule of Critical Dates

The following dates are for planning purposes only unless otherwise stated in this RFP progress towards their completion is at the sole discretion of the university.

RFP Posted	August 6, 2024
Questions from Vendors Due	August 16, 2024
MSU Q&A Response Due	August 23, 2024
Proposal Submission Deadline – 2:00 p.m.	September 3, 2024

Award Date (Estimated)

September 20, 2024

Contract Effective Date (Estimated)

October 1, 2024

6. PROPOSAL CONTENTS

This is a two-step RFP process. The technical proposals and the cost proposals are to be submitted in separate sealed envelopes. Indicate firm name, RFP# and word “Technical Proposal” on the front of the sealed technical proposal envelope or package. Indicate the firm name, RFP# and the word “Cost Proposal” on the front of the sealed proposal envelope or package.

At a minimum, the following items should be included in the contents of the Technical Proposal:

- Cover letter, indicating the scope of the proposal. The letter should include an overview of the services being offered. The letter should include a statement of exceptions to any of the terms and conditions outlined in this RFP. (Cover letter should be no more than 3 pages in length.)
- Corporate Structure and Credentials
 - Number of years of experience
 - Staffing levels and support proposed
 - Examples of similar previous work.
- References from at minimum of three higher education institutions at the R1/Research Highest level who have an enrollment exceeding 20,000 that will be able to speak to the provider’s success at implementing an operating similar services.
- Operations and Ability To Perform
 - Provide operation plan. This should include, but not be limited to, acknowledgement and agreement with all requirements as well as explanations, where applicable, of the intended plan to achieve the requirements.
 - Describe how services will be provided to MSU.

At a minimum, the following items should be included in the contents of the Cost Proposal:

- Fees for initial purchase of software/items/service (including all preparation, installation, rollout, training and first year maintenance and support)
- Annual Maintenance Costs after initial purchase.

7. DISCUSSIONS/EVALUATION CRITERIA/AWARD PROCESS

MSU reserves the right to conduct discussions with any or all respondents, or to make an award of a contract without such discussions based only on evaluation of the written proposals. MSU reserves the right to contact and interview anyone connected with any past or present projects with which the respondent has been associated. MSU likewise reserves the right to designate a review committee to evaluate the proposals according to the criteria set forth under this section. MSU may make a written determination showing the basis upon which the award was made and such determination shall be included in the procurement file.

MSU reserves the right to award this contract in whole or in part depending on what is in the best interest of MSU with MSU being the sole judge thereof.

The evaluation factors set forth in this section are described as follows:

- The Vendor's ability to deliver an application meeting the overall objective and functions described in the RFP
- Competitive fees
- Availability and access technical support
- Vendor's experience with similar technology systems
- Compliance with applicable State and Federal laws and regulations
- The committee may invite finalists for interviews and/or presentations

Failure to attend a requested interview presentation before the committee may result in a proposal not being considered.

Upon award of contract(s), successful respondent(s) will be asked to provide a transition plan and timeline and obtain MSU's input and concurrence before moving forward.

Proposals will be scored based on the following weights (100 points total):

- Corporate Structure/Years of Experience/References – 10 pts
- Operation Plan/Ease of Installation/Ease of Use/Services Offered – 60 pts
- Fees – 30 pts.

8. PROPOSAL SUBMISSION

Proposals shall be submitted in two packages (envelopes or boxes) as set forth in Section 7. Please make sure that the RFP number is clearly visible on the outside of the package.

Technical Proposal – One (1) original and one (1) electronic copy (of the complete technical proposal in one pdf file on a flash drive) of parts 7(b)(i) (Cover Letter), 7(b)(ii) (Corporate Structure and Credentials), and 7(b)(iii) (Operations and Ability to Perform) should be sealed in

a package with “Technical Proposal” in the lower left hand corner. Each submitted package should be a complete copy. The original shall be marked on the first page “Original”.

Cost Proposal – One (1) original and one (1) electronic copy (of the complete cost proposal in one pdf file on a flash drive). Should be sealed in a package with “Cost Proposal” in the lower left-hand corner. Each submitted package should be a complete copy. The original shall be marked on the first page “Original”.

The proposal package must be received on or before **2:00 p.m. on September 3, 2024**. It is the responsibility of the respondent to ensure that the proposal package arrives in the Procurement and Contracts office on-time. The proposal package should be delivered or sent by mail to:

**Office of Procurement and Contracts
Mississippi State University
610 McArthur Hall
245 Barr Avenue
Mississippi State, MS 39762**

Your response must include the signature page included in this RFP (See Appendix A) and contain the signature of an authorized representative of the respondent’s organization. The signature on the “Original” signature page should be in blue ink.

MSU reserves the right to reject any and all proposals and to waive informalities and minor irregularities in proposals received and to accept any portion of a proposal or all items bid if deemed in the best interest of the University to do so.

Proposals received after the stated due date and time will be returned unopened. Submission via facsimile or other electronic means will not be accepted.

9. PCI COMPLIANCE ISSUES (IF APPLICABLE)

The vendor must provide a PCI compliant processing environment using one of the approved options below. If the vendor is unable to fully adhere to one of these options, the proposal will be removed from consideration.

- **Option 1** – Integrate with MSU’s existing third-party solution (NelNet Business Solutions – Commerce Manager), because all hardware, software and back end processing have been vetted and credit/debit card payments are automatically posted to Banner.
- **Option 2** – Use alternative third-party solution. Use a different MSU Merchant ID but same bank account.

- Work with members of MSU’s PCI Council and third-party PCI Compliance consultant to review business needs and proposed solution.
 - Ensure card transactions processed by university personnel are performed using a PCI-validated point to point encrypted (P2PE) solution. The solution must be listed on the PCI council’s website (<https://www.pcisecuritystandards.org>), must not be expired, and devices to be used with the solution must have a PIN transaction security (PTS) expiration date at least 3 years past the date of installation.
 - Obtain the following solution information
 - Attestation of compliance (AoC) from all parties involved in handling or that affect the security of cardholder data.
 - Verify that all devices have a current PTS certification and have an expiration date at least 3 years past the installation date of the solution.
 - Obtain a data flow diagram showing where payment card data will be introduced to the proposed solution and all steps/hops it will take until payment information is delivered to the merchant processing bank. This will determine all of the service providers that must provide an AoC.
 - Require specific reporting requirements and interfaces to support Banner integration and automatic posting of credit/debit card payments to the ERP. The exact file layout will be provided upon request.
- **Option 3** – Use alternative third-party solution. Use vendor’s Merchant ID.
 - Work with members of MSU’s PCI Council and third-party PCI Compliance consultant to review the solution.
 - Ensure card transactions processed by university personnel are performed using a PCI-validated point to point encrypted (P2PE) solution. The solution must be listed on the PCI council’s website (<https://www.pcisecuritystandards.org>), must not be expired, and devices to be used with the solution must have a PIN transaction security (PTS) expiration date at least 3 years past the date of installation.
 - Obtain the following solution information
 - Attestation of compliance (AoC) from all parties involved in handling or that affect the security of cardholder data.
 - Verify that all devices have a current PTS certification and have an expiration date at least 3 years past the installation date of the solution.
 - Obtain a data flow diagram showing where payment card data will be introduced to the proposed solution and all steps/hops it will take until payment information is delivered to the merchant processing bank. This will determine all of the service providers that must provide an AoC.

- Payments due MSU will be remitted on a predetermined basis, net of all applicable fees and merchant discounts. Banner integration not required.

10. TWO-PHASE, BEST AND FINAL OFFER

If the initial proposals do not provide MSU with a clear and convincing solution, or if MSU feels it is appropriate to offer the potential providers an opportunity to submit revised proposals, MSU reserves the right to use a two-phase approach and/or invite Best and Final Offers (BAFO). Based on the information obtained through the proposal submittals (Phase-One), MSU may choose a specific business model, and potential providers may be asked to submit revised proposals based upon that specific model.

The evaluation committee may develop, for distribution to the top-ranked firms, refined written terms with specific information on what is being requested as a result of information obtained through initial RFP submittal process. Proposers may be asked to reduce cost or provide additional clarification to specific sections of the RFP. Selected proposers are not required to submit a BAFO and may submit a written response notifying the solicitation evaluation committee that their response remains as originally submitted.

11. TERM OF CONTRACT

It is MSU's intention to enter into a two (2) year contract, estimated to begin October 1, 2024.

MSU reserves the right to terminate this agreement with thirty (30) days-notice, by the Director of Procurement and Contracts via certified mail to the address listed on the signature page of this RFP (See Appendix A) if any of the terms of the proposal and/or contract are violated.

In the event the contractor fails to carry out and comply with any of the conditions and agreements to be performed under the specifications, MSU will notify the contractor, in writing, of such failure or default. In the event the necessary corrective action has not been completed within a ten (10) day period, the contractor must submit, in writing, why such corrective action has not been performed. The University reserves the right to determine whether or not such noncompliance may be construed as a failure of performance of the contractor.

Termination of contract by contractor without cause can only occur with at least one-hundred and twenty (120) days-notice prior to the proposed termination of the contract.

In the event MSU employs attorneys or incurs other expenses it considers necessary to protect or enforce its rights under this contract, the contractor agrees to pay the attorney's fees and expenses so incurred by MSU.

12. ACCEPTANCE TIME

Proposal shall be valid for one-hundred and eighty (180) days following the proposal due date.

13. RFP CANCELLATION

This RFP in no manner obligates MSU to the eventual purchase of any services described, implied or which may be proposed until confirmed by a written contract. Progress towards this end is solely at the discretion of MSU and may be terminated without penalty or obligations at any time prior to the signing of a contract. MSU reserves the right to cancel this RFP at any time, for any reason, and to reject any or all proposals or any parts thereof.

14. INDEPENDENT CONTRACTOR CLAUSE

The contractor shall acknowledge that an independent contractor relationship is established and that the employees of the contractor are not, nor shall they be deemed employees of MSU and that employees of MSU are not, nor shall they be deemed employees of the contractor.

15. DISCLOSURE OF PROPOSAL CONTENTS

Proposals will be kept confidential until evaluations and award are completed by MSU. At that time, all proposals and documents pertaining to the proposals will be open to the public, except for material that is clearly marked proprietary or confidential.

IMPORTANT! The offeror/proposer should mark any and all pages of the proposal considered to be proprietary information which may remain confidential in accordance with Mississippi Code Annotated 25-61-9 and 79-23 1 (1972, as amended). Each page of the proposal that the proposer considers trade secrets or confidential commercial or financial information should be on a different color paper than non-confidential pages and be marked in the upper right hand corner with the word "CONFIDENTIAL."

Failure to clearly identify trade secrets or confidential commercial or financial information will result in that information being released subject to a public records request.

16. OTHER CONTRACT REQUIREMENTS

Award Terms: This contract shall be awarded at the discretion of the University based on the capabilities and overall reputation of the Supplier, as well as the cost. Acceptance shall be confirmed by the issuance of a contract from the University.

Standard Contract: The awarded contractor(s) will be expected to enter into a contract that is in substantial compliance with MSU's standard contract

http://www.procurement.msstate.edu/pdf/standard_rfp_contract.pdf. Proposal should include any desired changes to the standard contract. It should be noted that there are many clauses which the MSU cannot change (see Standard Addendum <http://www.procurement.msstate.edu/contracts/standardaddendum.pdf>) Significant changes to the standard contract may be cause for rejection of a proposal.

The Procurement Process: The following is a general description of the process by which a firm will be selected to fulfill this Request for Proposal.

- Request for Proposals (RFP) is issued to prospective suppliers.
- A deadline for written questions is set.
- Proposals will be received as set forth in Section 8.
- Unsigned proposals will not be considered.
- All proposals must be received by MSU no later than the date and time specified on the cover sheet of this RFP.
- At that date and time, the package containing the proposals from each responding firm will be opened publicly and the name of each respondent will be announced.
- Proposal evaluation: The University will review each proposal.
- At their option, the evaluators may request oral presentations or discussions for the purpose of clarification or to amplify the materials presented in the proposal
- Respondents are cautioned that this is a request for proposals, not a request to contract, and the MSU reserves the unqualified right to reject any and all proposals when such rejection is deemed to be in the best interest of the University.
- The proposals will be evaluated according to the criteria set forth in Section 7.

APPENDIX A: SIGNATURE PAGE

Provide information requested, affix signature and return this page with your proposal:

Name of Firm: _____

Complete Address: _____

Telephone Number: _____

E-mail Address: _____

Authorized Signature: _____

Printed Name: _____

Title: _____