

**Mississippi State University**  
**Request for Proposals (RFP) MSU2025041**  
**Lifelong Learning & Continuing Education Management Platform**

ISSUE DATE: January 26, 2026

ISSUING AGENCY: Office of Procurement and Contracts

Mississippi State University  
405 Garrad Road East  
Starkville, MS 39759

Sealed Proposals, subject to the conditions made a part hereof, will be received **February 18, 2026 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](mailto: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 MSU2025041. It is the respondent's responsibility to assure that all addenda have been reviewed and if applicable, signed and returned.

## **1. UNIVERSITY 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](http://www.msstate.edu).

## **2. INVITATION TO SUBMIT PROPOSAL ON RFP**

MSU invites qualified vendors to submit proposals to provide a modern, comprehensive solution to support the management of continuing education, professional development, and non-credit programs. The University seeks a platform designed to improve operational efficiency, enhance learner engagement, and provide an integrated experience for students, faculty, and administrative staff. The intent of this Request for Proposals (RFP) is to identify a proven, higher education–focused partner capable of delivering, implementing, and supporting a solution that aligns with MSU’s commitment for expanding lifelong learning opportunities.

## **3. SCOPE OF SERVICES REQUIRED**

### **a) Functional Requirements**

- Learner Enrollment and Registration
  - Online self-service registration for individuals and groups
  - Real-time course availability and enrollment limits
  - Waitlist management and automated notifications
  - Secure online payment processing and refunds
  - Support for discounts, promo codes, cart add-ons, and third-party billing (e.g., employers, agencies)
  - Ability to register on behalf of others (corporate or departmental administrators)
  - Capability for anonymous invoicing, billing, and payment
- Course and Program Management
  - Flexible setup for courses, programs, certificates, and micro credentials
  - Tools for course scheduling, catalog management, and section cloning
  - Integration with MSU’s learning management system, Canvas
  - Configurable approval workflows for new courses and updates
  - Automated communication of course details, reminders, and cancellations
- Student Experience and Engagement
  - Modern, responsive, and accessible student portal

- Personalized dashboard for registrations, transcripts, certificates, and payments
- Ability to issue and verify digital badges or certificates
- Communication tools for automated emails, texts, notifications, and marketing outreach
- Mobile-friendly design with ADA/WCAG compliance
- Financial Management
  - Integration with institutional financial system (Banner) and primary payment processor (Nelnet)
  - Deferred, installment, and employer-sponsored payment options
  - Flexibility to support additional payment methods and processes beyond primary processor
  - Automated invoice generation, reconciliation, and refunds
  - Audit trail for all financial transactions
- Corporate and Contract Training
  - Tools for managing corporate clients, contracts, and pricing agreements
  - Ability to enroll large groups or cohorts under a single organization account
  - Tracking and reporting by organization, contract, and learner outcomes
  - Option to generate custom proposals and invoices for partners
- Administration and Configuration
  - Role-based access controls for staff and instructors
  - Configurable workflows and approval routing
  - Audit logging and version tracking for administrative changes
  - Flexible branding and customization options without custom code
  - Cloud-based deployment with regular updates and maintenance

#### **b) Users Requirements**

- No restriction on the number of users
- User permissions and access to the system functions must be role-based
  - allowing individuals to be assigned multiple roles as needed
  - role-based permissions will govern each user's ability to add, edit, and view information within the system.

#### **c) Reporting and Analytics**

- Standard and ad-hoc reporting for enrollment, revenue, demographics, and outcomes
- Configurable dashboards with export options (Excel, CSV, PDF)
- Data visualization and trend analysis
- APIs or data feeds to institutional reporting tools (e.g., Power BI, Tableau)
- 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

#### **d) Technical Requirements**

- System Architecture and Hosting
  - Cloud-based, vendor-hosted Software-as-a-Service (SaaS) solution preferred
  - 99.9% or higher system availability (excluding scheduled maintenance)
  - Scalable architecture capable of supporting future growth in users and transactions
  - Secure, redundant data centers with disaster recovery and business continuity plans
- Security and Compliance
  - System must be secure and meet all local, state, and federal data security standards.
  - Provide applicable certifications such as SOC2 documentation.
  - Provide a statement stating whether your company is compliant with FERPA, GDPR, GLBA, NACH and Red Flag Regulation requirements.
  - Role-based access controls and configurable user permissions
  - Multi-factor authentication (MFA) support for administrative users
- Integration and Interoperability
  - Standards-based APIs (REST, JSON, XML, or equivalent) for bi-directional data exchange
  - Integration with student information systems, Ellucian Banner
  - Integration with learning management systems, Canvas
  - Integration with University directory and email/calendar sync, Microsoft 365
  - Ability to integrate with CRM platforms, Slate
  - Support for Single Sign-On (SSO) via SAML
  - Support for Multi-Factor Authentication
  - Integration with MSU credit card payment system, Nelnet.
- Data Management and Reporting
  - Secure APIs and data connectors for institutional data warehouse integration
  - Support for scheduled data extracts and real-time synchronization
  - Configurable data retention and purge policies aligned with institutional standards
  - Capability for ad-hoc queries and custom report creation by authorized users
  - Data export options in multiple formats (CSV, XML, JSON, Excel)
- Performance and Reliability
  - Average system response time under three seconds for standard user transactions
  - Load balancing and performance optimization for peak registration periods

- Proactive monitoring with notification of outages or degradation
- Vendor-managed maintenance and upgrades with advance notification and rollback procedures
- Implementation and Support
  - Clearly defined implementation methodology, including configuration, testing, and training
  - Dedicated project manager and implementation support team
  - Access to sandbox or test environment for validation and training
  - Ongoing product support through help desk, knowledge base, and online ticketing system
  - Defined service level agreements (SLAs) for response and resolution times
  - Regular software updates and enhancements with minimal downtime
  - Must provide a minimum response time of 48 hours for general support inquiries
- Accessibility and Usability
  - Supply Voluntary Product Accessibility Template (VPAT) that covers all software user interfaces.
  - WCAG 2.1 AA compliance across all user interfaces
  - Mobile-responsive design supporting current versions of major browsers
  - Intuitive navigation for both learners and administrators
- Technical Documentation and Training
  - Comprehensive system and API documentation
  - User manuals and online knowledge base available to institutional administrators
  - Training materials and resources for staff, instructors, and learners
  - Availability of vendor-led training during implementation and post-launch

**e) Additional Requirements**

- Dedicated consultant for ongoing support and feedback
- No less than three references and contact information for references from R1/“Research Highest” universities with an enrollment of 20,000 or more students
- Ownership rights to all data, inputs, and outputs are retained by MSU.

**MSU currently utilizes Modern Campus for this lifelong learning and continuing education platform. Any proposed software solution must include pricing for the seamless migration of all data from Modern Campus to the new platform, ensuring that no data is lost during the transition.**

#### 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](mailto:calford@procurement.msstate.edu).

All inquiries should be marked “URGENT INQUIRY. MSU RFP MSU2025041”

#### 5. ADMINISTRATIVE INFORMATION

##### a) Issuing Office

This RFP is issued by the following office:

Office of Procurement and Contracts  
Mississippi State University  
405 Garrard Road East  
Starkville, MS 39759

##### 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.

<b>RFP Posted</b>	<b>January 26, 2026</b>
<b>Questions from Vendors Due</b>	<b>February 4, 2026</b>
<b>MSU Q&amp;A Response Due</b>	<b>February 11, 2026</b>
<b>Proposal Submission Deadline – 2:00 p.m.</b>	<b>February 18, 2026</b>
<b>Award Date (Estimated)</b>	<b>March 15, 2026</b>
<b>Contract Effective Date (Estimated)</b>	<b>April 1, 2026</b>

#### 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.
- 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 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 Use/Services Offered – 60 pts
- Fees – 30 pts.

## 8. PROPOSAL SUBMISSION

### Responses Submitted Electronically in Bully Buy:

**Technical Proposal:** Proposal must be submitted in PDF format and state “**Technical Proposal**” in the title of the document. This document must be separate from the cost proposal or the response may be considered non-responsive.

**Cost Proposal:** Cost proposal must be submitted in PDF format and state “**Cost Proposal**” in the title of the document. This document must be separate from the cost proposal or the response may be considered non-responsive.

### Responses Submitted Physically:

Proposals shall be submitted in two packages (envelopes or boxes) as set forth in Section 8. 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.



**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 proposal package must be received on or before **2:00 p.m. on February 18, 2026**. 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  
405 Garrard Road East  
Starkville, MS 39759**

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 can be electronic.

MSU reserves the right to reject any or 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. Currently RFP submissions via facsimile or other electronic means other than Bully Buy are not acceptable.

## **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 three (3) year contract, estimated to begin April 1, 2026 with the option to renew for an additional one (1) year period when the three-year term ends.

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

[https://www.contracts.msstate.edu/sites/www.contracts.msstate.edu/files/2025-03/Standard\\_Services\\_Contract2023Oct18.docx](https://www.contracts.msstate.edu/sites/www.contracts.msstate.edu/files/2025-03/Standard_Services_Contract2023Oct18.docx). Proposal should include any desired changes to the standard contract. It should also be noted that there are many clauses which the MSU cannot change. (see Standard Addendum <https://www.contracts.msstate.edu/sites/www.contracts.msstate.edu/files/2025-03/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: \_\_\_\_\_