



Request for Qualifications and Proposals (RFQ&P)

No. 3865-2021

Student Relationship Management (SRM) Software and Services

Proposal Due Date

Friday, September 24, 2021

At 12:00 PM

Procurement, Central Services and Risk Management

purchasing-dept@socccd.edu

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Notice to Firms: Request for Qualification/Proposal (RFQ&P) No. 3865-2021

District: SOUTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT
Project: RFQ&P 3865-2021
Student Relationship Management (SRM) Software and Services
South Orange County Community College District
RFQ&P Deadline: Friday, September 24, 2021
12:00 PM
**Email Address for
Receipt of Proposals:** purchasing-dept@socccd.edu

NOTICE IS HEREBY GIVEN that the South Orange County Community College District, of Orange County, California, acting by and through its Governing Board, hereinafter referred to as "DISTRICT," will receive up to, but not later than, the above-stated time, responses to the Request for Qualifications and Proposals for the above Project.

There will be a mandatory pre-proposal meeting conducted via Zoom on September 10, 2021 at 10:00am. All RFQ&P respondents shall confirm their attendance by email to: purchasing-dept@socccd.edu by September 8, 2021 at 5:00pm. The subject line should read: "RFQ&P 3865-2021 Pre-Proposal Meeting Confirmation." Physical presence is not required. A call-in number will be provided prior to the meeting day to those who confirm attendance. Any proposer that does not attend the entire conference and/or does not arrive on-time may be deemed non-responsive.

A complete Request for Qualifications and Proposals may be viewed online at www.socccd.edu at the Bids link.

Any and all questions must be sent via email to purchasing-dept@socccd.edu. Contractors shall reference RFQ&P 3865-2021 in the email subject line. The final day for questions shall be September 3, 2021, no later than 5:00pm.

The District reserves the right to reject any or all submittals or to waive any irregularities and/or informalities in any proposals.

No proposer may withdraw any proposal for a period of one hundred and eighty (180) calendar days after the submission deadline.

Priya Jerome

Executive Director, Procurement, Central Services & Risk Management

PUBLISH: OC REGISTER August 17, 2021 & August 24, 2021

**RFQ&P No. 3865-2021 Student Relationship Management (SRM) Software and Services
 SCHEDULE**

Date of Issue / Document Available	8/17/2021
Advertisement Dates	August 17, 2021 August 24, 2021
Publication	OC Register
Requests for Information (RFI) Due from Proposers	9/3/2021 5:00 PM
Mandatory Pre-Proposal Meeting	9/10/2021 10:00 AM Zoom conference call information will be sent to all firms that RSVP.
District Response to RFI's Via Addendum	9/13/2021 End of Day
Due Date for Proposals	Friday, September 24, 2021 12:00 PM
Requests for Information (RFI) Due from Proposers Regarding Scripted Demonstrations	October 15, 2021 5:00 PM
District Response to RFIs Regarding Scripted Demonstrations Via Addendum	October 22, 2021 End of Day
Scripted Demonstrations TBD if conducted onsite or via Zoom	November 4, 5, 8, 9 4 hours each
District to Send Shortlisted Firms the Selected Product Configurations for Final Pricing Structure	November 17, 2021 End of Day
Final Pricing Due from Shortlisted Firms	December 1, 2021 12:00 PM
Interview/Presentations	December 8, 2021 Zoom conference call information will be sent to shortlisted firms.
Contract Negotiations (if needed)	December 9-17, 2021 All negotiations will take place via Zoom.
Anticipated Governing Board Approval	Early 2022

1. DISTRICT OVERVIEW

South Orange County Community District encompasses 382 square miles in South Orange County serving over 909,000 residents in 26 communities. We know that higher education is directly linked to quality of life and economic vitality. We have helped generations of families achieve their educational and career goals since 1967.

This multi-campus district is comprised of Saddleback College in the City of Mission Viejo (1967), Irvine Valley College in the city of Irvine (1985) and Advanced Technology Education Park (2007) in the city of Tustin.

The District is governed by a seven-member elected Board of Trustees and the District's chief executive officer is the Chancellor.

District Services provides centralized administrative services to our three campuses including: Chancellor and Trustee Services, Business Services, Technology and Learning Services, and Human Resources. These departments provide accounting, benefits, facilities planning, fiscal services, human resources, information technology, institutional research and planning, payroll, public affairs, procurement, contracting, risk management, and warehouse/mailroom services to our district.

The District continually assesses the effectiveness of its services through district-wide surveys, shared governance committees and task forces that are established to accomplish specific projects. Strategic planning is an essential tool for guiding our direction and assuring compliance with accreditation standards.

PROJECT OVERVIEW

The Student Relationship Management Project (SRM) is a combination of multiple approved projects: Student Recruiting, Student Appointment System, AI Chatbot, and Case Management/Coordinated Support. The selected SRM is intended to support the entire student lifecycle, from Outreach and Onboarding, Retention, to Completion and Launch. The detailed project overview is contained in Section 5. Scope of Services of this RFQ&P document.

2. PROCUREMENT PROCESS

Step One:

Firms are invited to submit proposals in response to this RFQ&P. In addition to submitting all duly completed proposal forms and appendices, each firm's proposal must at a minimum meet or exceed the Mandatory Specifications as listed in Proposal Form B of this RFQ&P. The responses to Proposal Form B should focus on products and services that best satisfy the Colleges' needs, as presented in this RFQ&P.

Step Two:

The Selection Committee will evaluate firm's written responses and firms will be shortlisted pursuant to the evaluation criteria as identified in this RFQ&P. Only the shortlisted firms will be invited to continue in the procurement process.

Step Three:

Shortlisted firms will be asked to perform in-depth product demonstrations (Scripted Demonstrations). The Scripted Demonstrations will be based upon the District and Colleges' specific functional needs and requirements which will be provided to the shortlisted firms.

Step Four:

Upon evaluation of shortlisted firms' written responses and Scripted Demonstrations, the District will solicit detailed pricing proposals refined to reflect the various products and services from only those firms that meet or exceed the District's criteria.

Step Five:

Upon evaluation of the fine-tuned pricing proposals, a final interview will be conducted as an opportunity to ask clarifying questions. At the conclusion of the process, the District will negotiate and finalize the contract in order to make a final recommendation to the Governing Board to see authorization to execute an agreement.

3. INSTRUCTIONS, INFORMATION AND GENERAL CONDITIONS

PURPOSE OF RFQ&P

South Orange County Community College District (SOCCCD) is seeking to retain a qualified firm to provide Student Relationship Management (SRM) Software and Services. The entirety of this RFQ&P sets forth the District's requirements in detail. All responses should be submitted in accordance with the terms and conditions contained in the foregoing document.

DEFINITION OF TERMS

- The designation of District refers to the South Orange County Community College District, a political subdivision of the State of California.
- The term "**Proposers**" refers to Firms that elect to submit proposals for Student Relationship Management (SRM) Software and Services.
- The terms "**Contract**" and "**Agreement**" shall be used interchangeably within this document.
- Throughout this document, the term "**District**" shall be used to designate the rights and responsibilities of the South Orange County Community College District.
- The term "**District-wide**" represents District Services (DS), Irvine Valley College (IVC), Saddleback Community College (SC), and the Advanced Technology Education Park (ATEP).
- The term "**Proposer**" shall be used to designate the rights and responsibilities of the successful firm responding to this RFQ&P.

PROPOSAL QUESTIONS

All questions regarding this RFQ&P should be sent, via e-mail to Priya Jerome at purchasing-dept@socccd.edu.

Questions will only be accepted until 9/3/2021 no later than 5:00 PM. The e-mail subject line should read: "Your company name/Questions regarding RFQ&P No. 3865-2021." No direct responses will be sent to the company/firm asking the question. Questions will be answered in the form of an **Addendum** and sent to all potential respondents by end of day on 9/13/2021. All addendums to this RFQ&P will be posted on the District's web site.

PROPOSAL SUBMISSION

It shall be the responsibility of the Proposer to ensure that Proposals are received via email submission as follows:

Email Submission:

Proposals are to be submitted, via e-mail, to the Purchasing Department no later than **12:00 PM** on **Friday, September 24, 2021**. Submit Proposal to: purchasing-dept@socccd.edu The Proposal must be emailed to the address above as an attachment in Word or PDF format and not exceed file size of 10MB. Proposals with documents exceeding 10MB in size should be saved to a smaller file size or split up and sent as separate emails. Subject line of e-mail containing submitted

proposal should include and read “name of your company/submittal for RFQ&P No. 3865-2021 (“Email 1 of XX” if more than one).”

Proposals submitted in response are to be labeled Form A, B, C etc. and be in the following order:

1. **Letter of Interest and Approach** – PROPOSAL FORM A
2. **Mandatory Specifications** – PROPOSAL FORM B
3. **Implementation Services, Related Experience, and Methodology** – PROPOSAL FORM C
4. **Project Schedule** – PROPOSAL FORM D
5. **Preliminary Pricing Proposal** – PROPOSAL FORM E
6. **General Terms and Conditions**– PROPOSAL FORM F
7. **References** –PROPOSAL FORM G
8. **Addenda Acknowledgement** – PROPOSAL FORM H
9. **Appendices**
 - A. Non-Collusion Declaration
 - B. Equal Opportunity Affirmative Action Statement
 - C. Firm’s Certificate Regarding Worker’s Compensation
 - D. Sample Agreement (proposed sample agreement to be provided by proposer)
 - E. Submission Checklist

Oral, telephone, facsimile (fax machine) proposals **will not** be accepted.

RIGHT TO REJECT

This RFQ&P does not constitute a commitment by the District to award a contract. The District reserves the right to waive any irregularities and/or informalities and to reject any or all proposals and/or to cancel the Request for Qualifications & Proposals. The District expressly reserves the right to postpone the proposal opening date for its own convenience. The award shall be made on the proposal(s) that serve(s) the best interest of the District and will not be evaluated solely on a monetary basis; however, proposers are encouraged to submit their best prices in their proposals. Award will be based on proposer’s qualification and best fit as deemed by the District. No contract award shall exist until executed and approved by the District’s Governing Board.

MODIFICATIONS TO PROPOSALS

The proposal may be modified after its submission by written notice to the District of withdrawal and resubmission before the date and time specified for receipt of proposals. Modification will not be considered if offered in any other manner. No modifications will be allowed after the RFQ&P due date and time has passed.

PUBLIC RECORDS

All materials submitted in response to the RFQ&P are deemed property of the District upon submission to the District. Responses to the RFQ&P and other materials submitted in connection therewith shall be deemed “public records” except for those marked or noted by a Respondent as “trade secrets” (as that term is defined and used in Civil Code §3426.1), “confidential” or “proprietary”. Financial statements are not subject to disclosure under the Public Records Act. The foregoing notwithstanding, the District may reject for non-responsiveness a Response to the RFQ&P which indiscriminately notes that the Response or portions thereof are “Trade Secret”, “Confidential”, or “Proprietary” and exempt from disclosure as a public record. Notwithstanding the designation of materials submitted in response to the RFQ&P as “public records” such materials shall not be subject to disclosure under the Public Records Act until after the District has issued a recommendation for award of the Architectural Services Agreement. The District is not liable or responsible for the disclosure of RFQ&P Responses, or portions thereof, deemed to be public records, including those records exempt from disclosure if disclosure is required by law, by an order of a court of competent jurisdiction, or which occurs through inadvertence, mistake or negligence on the part of the District or its agents or representatives. If the District is required to defend or otherwise respond to any action or proceeding wherein request is made for the disclosure of the contents of any portion of an RFQ&P Response deemed exempt from disclosure hereunder, by submitting an RFQ&P Response, each Respondent agrees to defend, indemnify and hold harmless the District in any action or proceeding from and against any liability, including without limitation attorneys’ fees arising therefrom. The party submitting materials sought by any other party shall be solely responsible for the cost and defense in any action or proceeding seeking to compel disclosure of such materials; the District’s sole involvement in any such action shall be that of a disinterested stakeholder, retaining the requested materials until otherwise ordered by a court of competent jurisdiction.

ORDINANCES, LAWS AND REGULATIONS

The Proposer shall comply with all ordinances, laws, and regulations pertaining to the operation contemplated hereby, including, but not limited to, the California Workers' Compensation Act, the Federal Equal Employment Opportunities Act, and the Americans with Disabilities Act. The Proposer shall apply for, obtain, and maintain in force all permits and licenses required by the various agencies of Federal, State, and local government having jurisdiction over the Proposer operations. All operations and materials shall be in accordance with all applicable Federal, State, County and City laws, statutes and requirements.

WITHDRAWAL OF PROPOSALS

Any Proposer may withdraw their proposal by written request via e-mail to purchasing-dept@socccd.edu at any time **prior** to the deadline set for receipt of proposals. The subject line of the e-mail should include and read: “Your Company Name/Withdrawal of RFQ&P No. 3865-2021.” No proposal may be withdrawn or modified after that deadline. Withdrawn proposals may be resubmitted up to the time designated for the receipt of proposals provided that they are then fully in conformance with the general terms and conditions of the RFQ&P.

IRREVOCABLE OFFER

Proposals shall be considered irrevocable offers for a period of one hundred and eighty (180) days from the date of receipt and may not be withdrawn during this period without consent of the District.

COST OF PREPARING PROPOSALS

Any and all costs associated with the preparation of responses to this RFQ&P, including site visits, oral presentations and any other costs shall be entirely the responsibility of the Proposer and shall not be reimbursable in any manner by the District.

COMPLETION OF PROPOSALS

Proposals shall be completed in all respects as required by the instructions herein. A proposal may be rejected if it is conditional or incomplete, or if it contains alterations of form or other irregularities of any kind. A proposal will be rejected if, in the opinion of the District, the information contained therein was intended to erroneously and fallaciously mislead the District in the evaluation of the proposal. Proposers are required to follow and adhere to the format as prescribed in this RFQ&P.

EXAMINATION OF CONTRACT DOCUMENTS

Proposers shall thoroughly examine the contents of this RFQ&P. The failure or omission of any Proposer to receive or examine any contract document, form, instrument, addendum, or other document shall in no way relieve the firm from obligations with respect to this RFQ&P or to the contract to be awarded. The submission of a proposal shall be taken as prima facie evidence of compliance with this section.

If any ambiguity, conflict, discrepancy, omission or other errors in the RFQ&P is discovered, then the Proposer shall notify the District of the error in writing and request modification or clarification of the document through the timelines and process identified in the Proposal Questions / Requests for Information (RFI) section of this RFQ&P. All requests for clarifications shall be sent to the attention of the Executive Director of Procurement, Central Services and Risk Management by email at purchasing-dept@socccd.edu.

ERROR IN PROPOSAL

Proposer shall be bound by the terms and conditions of the proposal. However, if material errors are found in a proposal, the District may notify the Proposer that the submitted proposal requires correction of the errors. The District reserves the right to request additional information and/or clarification to allow corrections of errors or omissions.

RESPONDENTS CONTINUING OBLIGATION

Each Respondent is under a continuing obligation, commencing upon submission of its RFQ/P Response, to immediately notify the District, in writing, if it learns that any of the following have occurred: (i) any statement made in any portion of its RFQ/P Response was false, misleading or omits material facts rendering any statement in its RFQ/P Response to be false or misleading; (ii) circumstances have occurred since the Respondent submitted its RFQ/P Response that, if they had occurred prior to the date that the Respondent submitted its RFQ/P Response, would have

required the disclosure of such circumstances; or (iii) the Respondent has undergone a change in ownership in which ownership of fifty percent (50%) of more of its stock, ownership equity or assets has changed.

NO DISTRICT WARRANTY

Respondents are solely responsible for confirmation of the suitability of any information provided by the District relating to the Project or this RFQ&P, including, estimates of costs, statements of needs or requirements, projections, and budgets. The District does not warrant the accuracy, sufficiency or completeness of such information.

SCRIPTED DEMONSTRATIONS

The District intends to conduct Scripted Demonstrations with shortlisted firms on or about November 4, 5, 8, and 9, 2021. Shortlisted firms will be notified and sent instructions by no later than end of day on October 4, 2021. All questions regarding Scripted Demonstration shall be sent, via e-mail to Priya Jerome at purchasing-dept@socccd.edu by no later than October 15, 2021 at 5:00 PM. The e-mail subject line should read: "Your company name/Scripted Demonstration Questions regarding RFQ&P No. 3865-2021." No direct responses will be sent to the company/firm asking the question. Questions will be answered in the form of an **Addendum** and sent to all shortlisted firms on or about October 22, 2021. All addendums to this RFQ&P will be posted on the District's web site.

The Scripted Demonstrations will be approximately 4 hours each with times to be determined at a later date and will be conducted onsite at the District Offices at Saddleback College or remotely via Zoom. Scripted Demonstrations will be evaluated based on the established selection criteria. The District requires the mandatory presence of the designated representatives identified in the proposals as being the ones who will be assigned to the District be present and prepared to respond to District inquiries.

INTERVIEWS

The District intends to interview firms and has scheduled interviews on or about December 8, 2021 to be conducted in person or via a Zoom conference call. Oral presentations will be evaluated based on the established selection criteria. The District requires the mandatory presence of the designated representatives identified in the proposals as being the ones who will be assigned to the District be present and prepared to respond to District inquiries. The decision to hold interviews and the scope or any limitations thereof shall be at the discretion of the District.

AWARD WITHOUT DISCUSSION

The District reserves the right to make an award without further discussion of the proposals received. Therefore, it is critical that all proposals submitted shall be in the most favorable terms possible, both economically and technically.

CONTRACT COMMENCEMENT/TERM

It is the intent of the District to commence the resulting contract as soon as possible. Performance period for this contract is anticipated to begin within one (1) week of Board

approval for a total term not to exceed five (5) years. After award, contract is subject to cancellation with 30-days written notice by either party.

INDEPENDENT CONTRACTOR STATUS

It is expressly understood that the firm named in any contract entered into by the District is acting as an “independent contractor” and not as an agent or employee of the District.

DISTRICT MODIFICATIONS TO PROPOSALS

Any interpretation, modifications, correction, or change of this RFQ&P will be made by written Addendum and will be issued by the District and shall become part of the RFQ&P. Interpretations, corrections, or changes of this RFQ&P made in any other manner will not be binding, and Proposers shall not rely upon such interpretations, corrections, and changes. All Addenda issued to this RFQ&P will be posted to the District web site at www.socccd.edu on the bids link. Addenda will also be e-mailed to all that are known to have received a copy of the RFQ&P. **Since failure to acknowledge any Addendum(s) may be cause for rejection, Proposers must return the addendum-completed acknowledgment(s) prior to or with the proposal. See Proposal Form H.**

NEGOTIATION

District reserves the right to negotiate the final pricing and all other terms and conditions before award of contract.

AWARD OF CONTRACT

It is anticipated that a contract will be awarded by the Board of Trustees at a regularly scheduled meeting in Early 2022. The award will be made to the responsive and responsible firm judged to offer the most advantages and deemed the best fit for the District. At the time of the formal award, the apparent successful firm shall have agreed to contract terms representing the understandings between the parties as to terms and conditions which will govern the relationship of District and Proposer and the obligation of each party for performance of the Agreement.

FINAL CONTRACT

The following documents are considered part of the final Agreement, in order of precedence:

- A. The final Agreement between the District and the Proposer;
- B. This RFQ&P as originally released, with Appendices and any addenda released prior to proposal opening.
- C. The Proposer’s proposal in total, including all addenda and attachments;

All of the above documents are intended to cooperate and be complementary; provided further, however, that in the event of a conflict between the final Agreement and the provisions set forth in the above referenced documents and/or any other attachments or exhibits thereto (referred to as “referenced documents” for the purposes of this section), the Agreement shall control, unless the provisions set forth in any of the above “referenced documents” to this Agreement provide the District with greater benefits or more expansive services in which case such provisions set forth in any “referenced documents” shall compliment the terms of the Agreement. The intention of the documents is to include all labor, materials, equipment and

transportation necessary for the proper delivery of all services called for in any contract which may arise as a result of this RFQ&P.

NON-COLLUSION DECLARATION

Declarations are required to be completed by the Proposer declaring that the proposal is in all respects fair and without collusion or fraud. Please see Appendix A.

EQUAL OPPORTUNITY AFFIRMATIVE ACTION STATEMENT

Proposer must accept and sign the Equal Opportunity and Affirmative Action Statement set forth in Appendix B.

PROHIBITED INTEREST

No official of the District who is authorized in such capacity and on behalf of the District to take part in negotiations or to make, accept or approve this contract, shall have direct or indirect financial interest in the award or any part thereof. Proposer shall receive no compensation hereunder should bidder aid, abet or knowingly participate in violation of this article or breach or violation of this article, the District shall have the right to terminate the contract either in part or in whole and any loss or damage sustained by the District in procuring the services on the open market which the Proposer agreed to perform, shall be borne and paid for by the Proposer.

QUALITY OF WORK

The Proposer shall be responsible for the performance of all work as specified herein and shall guarantee that work will meet or exceed the specifications as set forth herein. If it is determined by the District that such services and/or materials do not meet requirements of the District, the Proposer shall be required to correct the same at their own expense.

QUALITY OF PERSONNEL ASSIGNED TO THE WORK

The Proposer shall not employ on this account any unfit person or anyone not skilled in the work assigned to her/him and shall devote only its best qualified personnel to work under this contract. Should the District deem anyone employed under any contract which may arise as a result of this RFQ&P to be incompetent or unfit to perform their duties and so inform the Proposer, the Proposer shall immediately remove such person from this work and such individual shall not again, without prior written permission of the District, be assigned to work under this contract.

PROPOSER CONDUCT

During the RFQ&P window (from release of this RFQ&P to final award), proposer is not permitted to contact any District employees, members of the evaluation committee, members of the Board of Trustees or any consultant or professional retained by the District for the purpose of providing the District advice or professional services relating to the Project or the RFQ&P unless at the request of the District's designated contact person (Priya Jerome, Executive Director of Procurement, Central Services & Risk Management) or to fulfill pre-existing contractual obligations. No gratuities of any kind will be accepted, including meals, gifts, or trips. Violation of these conditions may constitute immediate disqualification.

ACCESSIBILITY OF INFORMATION TECHNOLOGY

Proposer hereby warrants that the Work to be provided under this Agreement complies with the accessibility requirements of Section 508 of the Rehabilitation Act of 1973, as amended (29 U.S.C §794d), and its implementing regulations set forth at Title 36, Code of Federal Regulations, Part 1194. Products covered under this provision include, without limitation, the following: Software applications; operating systems; web-based intranet and internet information and applications; telecommunications products; video or multimedia products; self-contained closed products such as copiers; source codes and desktop and portable computers. Proposer agrees to respond promptly and resolve any complaints regarding accessibility of its products or services that are brought to its attention. Proposer further agrees to indemnify and hold harmless the District from and against any claim arising out of Proposer's failure to comply with these requirements. Proposer acknowledges that failure to comply with these requirements shall constitute a breach and be grounds for termination of this agreement or cancellation of the order.

4. EVALUATION OF PROPOSALS

The proposals shall be primarily evaluated based upon qualifications of the firm and personnel, innovativeness, demonstrated knowledge, and estimated fees. Experience with higher education and California community college clients is desirable, but not absolutely required.

Selection Process

All proposals will be examined for merit and ranked by a screening committee according to quality and responsiveness. The top proposals will be placed on a short list of finalists who will be invited to Scripted Demonstrations. Additionally, finalists may be called for interviews. The interview process may include members from the District’s leadership in addition to select members of the screening committee.

Team members giving the presentation shall consist of those who will actually direct, execute, and complete the project. The firm or firms selected as first choice will be notified and asked to negotiate final terms of the contract. Contracts will be forwarded to the Board of Trustees for approval and authorization to proceed.

Content and Order of RFQ&P Response

Firm’s proposal should be concise and contain the proposal form and sections as identified below. RFQ&P responses submitted in formats other than those prescribed in this RFQ&P document may be rejected at the sole discretion of the District. All sections identified below must be included for the RFQ&P response to be considered complete and must be divided into tabbed sections.

Scoring for Initial Proposal Response to RFQ&P		
Proposal Form	Section Title	Points
A	Letter of Interest and Approach	5
B	Mandatory Specifications	45
C	Implementation Services, Related Experience, and Methodology	30
D	Project Schedule	10
E	Preliminary Pricing Proposal	10
	Total Points for Initial Proposal Response to RFQ&P	100

Scoring for Scripted Demonstrations	100 POINTS
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Scoring for Interviews and Final Pricing	
Scoring for Interviews	30
Scoring for Final Pricing	70
Total Points for Interviews and Final Pricing	100 POINTS

5. SCOPE OF SERVICES

Student Relationship Management Project (SRM) Overview:

The SRM is a combination of multiple approved projects: Student Recruiting, Student Appointment System, AI Chatbot, and Case Management/Coordinated Support. The SRM is intended to support the entire student lifecycle, from Outreach and Onboarding, Retention, to Completion and Launch.

Throughout this RFQ&P document, the following home-grown systems will be referenced:

- SIS – Enterprise Student Information System
- MySite – Student and Staff Portal for SIS
- SmartSchedule – Class Schedule and selection tool

The SRM selected will provide foundational support for:

- Student Recruiting System - Student Recruiting focuses on outreach and onboarding efforts and student communication campaigns.
- Student Appointment System - The Student Appointment System will replace the SARS appointment system with either another product or a custom-built system embedded in MySite.
- AI Chatbot - A chatbot will assist students with detailed information on the most frequently asked questions, be embedded in MySite, SmartSchedule, Canvas and the college web sites, and integrate with SIS to provide personalized responses to commonly asked questions.
- Case Management/Coordinated Support – To include success/completion teams, scheduled follow-up, referrals, notes, and documents

SRM Project Objectives:

- Student Communications:
 - The SRM selected will support communications throughout the entire student lifecycle
 - Coordinated, clear and prioritized messaging to students across multiple functional boundaries to support the notion of a “single voice” from the college to the student
 - Seamless communication experience for students.
 - Direct, targeted, timely and personalized communications to the student via the appropriate medium.
 - Multiple, modern media channels and modes – e.g., social media, SMS, chat, chatbot (AI), mobile notifications.
 - Use data to drive messaging and personal contact with students.
- Student Lifecycle Visibility (Case Management):
 - The SRM selected will support contact management throughout the entire student lifecycle
 - Ensure staff and faculty know a student’s next step.

- Ensure students know their next step.
- **Centralized Prospect Management:**
 - Capture information and contacts about prospective students in one place.
 - Ability to evaluate effectiveness of outreach efforts and onboarding efforts.
- **Integration and Analytics:**
 - The SRM selected will integrate with other systems – e.g., SIS – and provide analytics and reporting tools focused on student success
 - Dashboards – e.g., enrollment funnel, propensity scores, etc.

Project Deliverables:

The SRM pertains to the entirety of software application(s) that meet Mandatory Specifications declared in Proposal Form B. The selected SRM shall deliver a system that comprehensively meets and or exceeds the overview and objectives identified above in addition to the following:

- Provide an SRM.
- Deliver a detailed project plan with milestones, timelines, documentation and resources for the full implementation, configuration, customization, integration, and delivery of the SRM.
- Define all workflow and operational impacts of the SRM.
- Configure, implement, and customize the SRM as required by the District.
- Lead, manage, and coordinate the implementation team to deliver the project in alignment with District expectations including managing the shared governance process.
- Deliver project pursuant to the approved project scope, schedule and budget.
- Provide an integration plan between the SRM and all District applications.
- Assist in the smooth and secure integrations between the SRM and all identified District applications.
- Develop reports to meet the District needs.
- Develop migration plans for any existing data that may need to be seeded into the SRM.
- Assist in any required data migration.
- Facilitate a smooth post go-live transition by:
 - Providing practice and governance guidance including but not limited to communication, case management and all aspects of the SRM.
 - Providing implementation documentation.
 - Providing end user documentation and support.
 - Providing post-implementation support.
 - Equipping technology resources with the necessary implementation documentation/tools in order to provide high-level support.
 - Training along with documentation/reference resources (format acceptable to the District) for SRM Subject Matter Experts (SMEs) within the District.

PROPOSAL FORM A
LETTER OF INTEREST AND APPROACH
(3-Part Form)
(1 Page Limit for Letter of Interest
(1 Page Limit for Cover Letter
(No Page Limit for Proposer Firm Information)

Part 1: Letter of Interest and Approach (one page limit)

The RFQ&P response should be introduced with a Letter of Interest that presents a statement of interest, firm's approach, and philosophy for implementing these services, and a brief description of the consultant/firm including qualifications for providing the requested services.

1. Describe a SRM project you have implemented with a Higher Education client similar to SOCCCD.

Part 2: Cover Letter (one page limit)

The Cover Letter must include all of the information noted below in a letter format.

The individual who is authorized to bind Consultancy Services for the Development of a District and Colleges' Student Relationship Management (SRM) Software and Services Proposal (hence, "Proposer") contractually must sign the cover letter, must indicate the signatory is so authorized, and must indicate the title or position of the signatory. **An unsigned cover letter shall cause the proposal to be rejected.** The cover letter must contain a statement from the Proposer that acknowledges that all documents submitted pursuant to this request for proposal process will become a matter of public record. The letter must contain the following:

- The Proposer's name, address, e-mail, telephone, and facsimile number.
- The Proposer's Federal Employer Identification Number and Corporate Identification Number, if applicable.
- The name, title or position, and telephone number of the individual signing the cover letter and statement signatory is authorized to bind the firm.
- The name, title or position, and telephone number of the primary contact and/or account administrator, if different from the individual signing the cover letter.
- A statement to the effect that the proposal is a firm and irrevocable offer, good for one hundred and eighty (180) days. **Please complete Proposal Form A through H and Appendices A through E as part of your RFQ&P response.**
- A statement expressing the Proposer's willingness to perform the services as described in this RFQ&P.
- A statement indicating that all forms, certificates and compliance requirements included in this RFQ&P are completed and duly submitted in the proposal response.
- A statement that there is no conflict of interest. Use Form E.
- A statement expressing the Proposer's availability of staff and other required resources for performing all services and providing all deliverables within the specified time frames as described in the RFQ&P.

- A statement attesting that the Proposer is not on the federal list of current companies or individuals that have been declared ineligible to receive Federal contracts due to a violation of Executive Order 11246, as amended; Section 503 of the Rehabilitation Act of 1973, as amended 29 U.S.C. Section 793; and/or the Vietnam Era Veterans' Readjustment Assistance Act of 1974, as amended, 38 U.S.C. Section 4212.
- Please indicate if the firm is a small, minority, women, and/or disabled veteran business enterprise by providing a copy of the current certification.

Part 3: Proposer Firm Information (no page limit)

- Type of Firm:
Corporation: _____ Proprietorship: _____ Partnership: _____
Joint Venture: _____ Other (please describe): _____
- Business License Number: _____
- Number of years in business under firm name: _____
- Has the firm changed its name within the past 3 years?
YES NO
If yes, provide former name(s): _____
- Have there been any recent (within the last three years) changes in control/ownership of the firm?
YES NO
If yes, explain. _____
- Have officers or principals of the firm ever had their business license suspended or revoked for any reason?
YES NO
If yes, please explain. _____
- Does the firm have an acceptable history of working proactively to avoid litigation?
YES NO

If no, please provide specific information on termination for default, litigation settled or judgments entered within the last five (5) years. _____

- Within the past five (5) years, have one or more contract(s) to provide services to which the Respondent was a party to have been terminated for default of the Respondent officers or principals of the firm?

YES NO

If yes, please explain. _____

PROPOSAL FORM B
MANDATORY SPECIFICATIONS
(15 Page Limit)

Criteria for the Software:

The District intends to procure and implement a robust and comprehensive SRM system for higher education that meets or exceeds the overview, objectives, and deliverables as identified in the Scope of Services section of this RFQ&P. The proposing firm shall provide comprehensive responses to the questions identified below, for the District's selection committee to evaluate, compare, and shortlist a SRM system that best fits the needs of the District.

1. Describe how your product is a Cloud/SaaS based solution including a description of the tenant structure.
2. For each of the requirements identified below, identify and describe the product features and detail how the solution will support each of the requirements:
 - a. Student Recruiting including outreach and onboarding
 - b. Student appointment system
 - c. Case management and cohort tracking
 - d. Ability to create and track referrals for various student services. E.g., Tutoring, Health Services, Financial Aid
 - e. Early alert
 - f. AI Chatbot and Live Chat (NOTE: if this is met by integrating with a partner, please describe the functionality in the partner's solution)
 - g. Analytics and dashboards
 - h. Integrate with District SIS, LMS and related systems in order to communicate about:
 - Admissions
 - Student Orientation
 - Student Financial Aid and Scholarships
 - Student Accounts and Billing
 - Student Services Engagement
 - Retention
 - Completion
3. Describe how the solution supports international students including the functionality for recruiting, onboarding, and reporting.
4. Describe how your solution can be configured for multiple entities (Saddleback College, Irvine Valley College, and the District) in a single instance while simultaneously delivering multiple campaigns, different branding, and timing for each of the entities.
5. Provide three references where the proposed solution has been implemented at a similar multi-college institution. Additionally, note which of the areas in question #2 are in production for each.

6. Describe how the solution integrates with currently available social media platforms such as Twitter, Facebook, Instagram, etc.

Criteria for System Integration:

1. Describe your approach and the tool set for SSO integration. Describe SAML 2.0 compatibility.
2. Describe your approach and the tool set for integration of the proposed system with existing District systems:
 - a. Custom SIS
 - b. Canvas LMS
 - c. PowerFAIDS Financial System
 - d. Office 365
 - e. College Web Site Pages
 - f. Student Portal Pages
 - g. Class Schedule Application

PROPOSAL FORM C
IMPLEMENTATION SERVICES, RELATED EXPERIENCE, AND METHODOLOGY
(20 Page Limit)

NOTE:

- The District intends to award contract to a single firm that will provide both the software solution along with the implementation services. Should a firm proposing the SRM solution not have implementation services as part of their portfolio of services, they may partner with a third-party implementation services provider. However, such engagement (partnering with a third-party implementation services provider) shall be undertaken under a separate agreement between the SRM solution provider and the implementation services provider. The District will award one contract to the SRM solution provider wherein the third-party implementation services provider shall provide the implementation services in a subconsultant role.
- For all of the questions in the IMPLEMENTATION section identified below, the SRM firm shall provide a response regardless of whether or not they are partnering/engaging a third part services provider.
- Should the SRM firm be partnering/engaging with a third-party implementation services provider, then all of the below questions shall be additionally answered in relation to the third-party implementation services provider's qualifications.

IMPLEMENTATION

1. Will your firm be providing implementation services? If not, identify the implementation services provider your firm intends to partner with.
2. Provide total number of professional staff currently employed.
3. Include a one (1) page resume for the Project Executive or person(s) providing oversight of the project team and each of the key personnel to be assigned to this project. Identify the staff who will be involved in the District implementation and note their experience with other higher education implementations.
4. Describe the proposed engagement model including the detailed Implementation Services your firm proposes. This response should include and not be limited to a description on the level of effort and methodology to implement the SRM in the areas requested.
5. Describe the level of engagement required from District resources for a successful implementation.
6. Describe how the needs of the District will be supported to include training/shadowing during implementation and post implementation operational training. Include in this response all resources included in relation to training.
7. Describe the proposed Transition Plan from inception to go-live.

8. Describe the firm's commitment towards Support Services including but not limited to the following:
 - a. Highly available dedicated implementation support.
 - b. Highly available dedicated ongoing operational support.
9. Describe the firm's breadth and depth of experience in implementing the software solution. Describe the number of completed implementations the firm has managed and the colleges' names that are similar in scope and size of the project identified in this RFQ&P. This information shall include and not be limited to:
 - a. Describe the number of like projects the firm is currently managing.
 - b. Provide three references and note which of the areas to be implemented are in production for each.
10. If the SRM firm is not directly providing implementation services, then describe how the SRM solution provider will manage the subconsultant firm providing the implementation services in relation to:
 - a. Project management
 - b. Project scope
 - c. Budget
 - d. Project schedule
 - e. Meeting the District's expectations in relation to the scope of services in a shared consultation environment
11. Will the implementation services be provided in-person, remotely, or hybrid? If the services are to be performed in-person, identify the firm's proximity to the District and the availability to complete the services.

SRM SOLUTION

1. Provide an overall summary of the Firm's experience in relation to the comprehensive scope of services contemplated in this RFQ&P.
2. Describe how the proposed SRM solution will comprehensively fulfill the requirements and expectations of the District.
3. List all Community Colleges and/or higher education institutions currently utilizing the proposed SRM solution.
4. Identify any products/software solutions typically provided by the firm that are not listed in the Scope of Services. Pricing for these products/software solutions shall be separately identified in the response to Proposal Form E.
5. Include as a separate appendix a sample contract and/or license agreement that the District would be required to execute upon selection of service.

PROPOSAL FORM D
PROJECT SCHEDULE
(5 Page Limit)

1. Firm shall provide detailed illustrative project schedule and Project Management Plan that includes milestones, timelines for completion and the work plan for all phases included in the Scope of Services.
 - a. Provide a sample Project Management Plan as a separate appendix for Implementation Services for a project similar to this one that includes critical milestones (sample plan does not count towards page limit).
2. Describe specific techniques to be adopted for working with the District and campuses' leadership, faculty, and staff to manage and conduct the data assimilation process and to keep the project on schedule.
3. The proposal should specifically address how the team would balance the reality of deadlines with District's commitment to participatory (shared) governance and deliberative processes.
4. In order to accomplish timely completion of the project, identify the various constituency groups that the firm anticipates would be part of the process and identify the number of meetings and hours of engagements needed.
5. Describe how your firm will work with the District and college to ensure you have the information necessary to be successful. Also, how will you ensure that the information provided to the District will be accurate, timely and sufficient?

PROPOSAL FORM E
PRELIMINARY PRICING PROPOSAL

Firms shall provide preliminary pricing based on the requirements listed in the RFQ&P for each of the following items:

1. One-time costs for licenses for each tool proposed.
2. Annual cost for subscription fees or licenses for each tool proposed.
3. One-time implementation costs.
4. One-time training costs.
5. Ongoing costs for support.
6. The combined total 5-year costs/estimates for the entire proposed solution.
7. Any additional products/software solutions typically provided by the firm that are not listed in the Scope of Services.

PROPOSAL FORM F GENERAL TERMS AND CONDITIONS

Offer Held Firm: The Proposer agrees that it will not withdraw its offer for a period of *one hundred and eighty (180)* calendar days from the opening date.

Right to Reject and Final Agreement: The Proposer understands that the District reserves the right to reject any or all proposals and to waive any irregularities and/or informalities in the evaluation of proposals. Contingent to evaluation of proposals received, the District reserves the discretion to alter, modify, change, include or reduce the RFQ&P scope and pursuant to these changes and the successful negotiations with the Proposers, establish the final agreement.

Bidder Certification: The Proposer certifies that this bid is made without previous understanding, agreement or connection with any person, firm, or corporation making a bid on the same services, and is in all respects fair and "without collusion or fraud."

Execution of a Contract: If awarded a contract, the Proposer agrees to execute a contract in accordance with this Proposal and the District's Instructions for Submittal of Proposals, Information for Proposers, General Conditions, and Service Requirements immediately upon receipt of written notice of acceptance of the Proposal by the District.

Assumption of Contract: The Proposer agrees to assume operations under the contract after the Board approval of contract and within ten (10) calendar days following the District's notification to proceed.

Exceptions to Specifications: In submitting a proposal, the Proposer affirms acceptance of the complete Conditions Specifications and Requirements associated with the District's RFQ&P document, unless otherwise stipulated. Any variances or exceptions which the Proposer wishes to note with respect to any of the Conditions, Specifications, or any District Service Requirements are to be stated herein or in an attachment to the RFQ&P submittal which is to be titled "Exceptions."

Conflicts of Interest: All Proposers must disclose the name of any Board of Trustees member, officer, director, or agent who is an employee of the South Orange County Community College District, which includes any District employee. Further all Proposers must disclose the name of any District or District employee, or Board of Trustees member, who has, directly or indirectly, any financial interests in the Proposer's firm or any of its branches. Submit this information on an attachment to the proposal which is titled "Conflict of Interest" and include the person's name, interest or position, and percent of ownership, if applicable.

Financial Statement: Prior to the award of contract, the District reserves the right to request and the proposer shall provide the current financial statement of the Proposer that is reviewed or audited by a Certified Public Accountant.

Required Submittals: The Proposer's detailed responses to the District's specifications and evaluation criteria must accompany this Proposal.

District's Right to Award: The signer hereby acknowledges that the District reserves the right to make the award to the Proposer which the District judges to have submitted the proposal most favorable to the District, with the District being the sole judge thereof.

Legally Binding: It is further certified that the person whose signature appears below is legally empowered to bind the company in whose name the proposal is entered and declares under penalty of perjury under California law that the firm's proposal response to this RFQ&P is true and correct.

Litigation History: List all related litigation in the last five (5) years filed by either an owner, owner's consultant, or contractor, against the firm.

SUBMITTED BY:

Company Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax: _____

Email: _____

By: Signature (Manual)

By: Signature (Typed or Printed)

PROPOSAL FORM G
REFERENCES

Each Proposer must be able to present both current and past evidence of satisfactory experience in providing services requested. List all four-year higher education and community college districts that you or your firm has contracted with in the last five (5) years. Include the name of the institution or district, contact person, email address and phone number of individuals who can evaluate work that has been completed by the consultant(s)/firm/team member(s) in the past five (5) years. The District has prioritized collegiality and collaboration, and assessing how consultant(s) will function within that culture will be a critical evaluation component.

REFERENCES

Name of Entity: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax: _____

Email: _____

Dates of Services: From: _____ To: _____

Types of Services Provided: _____

PROPOSAL FORM H
Addenda Acknowledgement

Addenda: Changes or corrections to the proposal document will be issued via a numbered addendum format at the time of the pre-proposal conference or at least five (5) calendar days prior to submittal date. Record below the number(s) and date(s) of addenda received, if applicable.

Addendum # _____ Date Received: _____

Addendum # _____ Date Received: _____

Addendum # _____ Date Received: _____

Addendum # _____ Date Received: _____

Addendum # _____ Date Received: _____

Addendum # _____ Date Received: _____

Addendum # _____ Date Received: _____

Addendum # _____ Date Received: _____

Addendum # _____ Date Received: _____

APPENDIX A
Non-Collusion Declaration

NON-COLLUSION DECLARATION
TO BE EXECUTED BY PROPOSER AND SUBMITTED WITH PROPOSAL

State of California)
) ss.
County of _____)

_____, being first duly sworn, deposes and says that he or she is _____ of _____ the party making the foregoing proposal that the proposal is not made in the interest of, or on behalf of, any undisclosed person, Proposer, company, association, organization, or corporation; that the proposal is genuine and not collusive or sham; that the Proposer has not directly or indirectly induced or solicited any other Proposer to put in a false or sham proposal, and has not directly or indirectly colluded, conspired, connived, or agreed with any Proposer or anyone else to put in a sham proposal, or that anyone shall refrain from submitting a proposal; that the Proposer has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price of the Proposer or any other Proposer, or to fix any overhead, profit, or cost element of the proposal price, or that of any other Proposer, or to secure any advantage against the public body awarding the contract of anyone interested in the proposed contract; that all statements contained in the proposal are true; and, further, that the Proposer has not, directly or indirectly, submitted his or her proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any corporation, Proposer, company association, organization, or to any member or agent thereof to effectuate a collusive or sham proposal.

I certify (or declare) under penalty of perjury that the foregoing is true and correct.

Print Name

Signature

APPENDIX B
Equal Opportunity Affirmative Action Statement

SOUTH ORANGE COUNTY COMMUNITY COLLEGE DISTRICT
EQUAL OPPORTUNITY AFFIRMATIVE ACTION STATEMENT

Proposer hereby certifies that in performing work or providing products for the District, there shall be no discrimination in its hiring or employment practices because of age, sex, race, color, ancestry, national origin, religious creed, physical handicap, medical condition, marital status, or sexual orientation, except as provided for in Section 12940 of the California Government Code. Proposer shall comply with applicable federal and California anti-discrimination laws, including but not limited to the California Fair Employment and Housing Act, beginning with Section 12900 of the California Government Code.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Non-Discrimination this _____ day of _____, 2018.

Name of individual, company or corporation

By: _____

Title: _____

Address: _____

City State Zip Code

APPENDIX C
Firm's Certificate Regarding Worker's Compensation

Labor Code Section 3700 in relevant part provides:

Every employer except the State shall secure the payment of compensation in one or more of the following ways:

- (a) By being insured against liability to pay compensation in one or more insurers duly authorized to write compensation insurance in this State.
- (b) By securing from the Director of Industrial Relations a certificate of consent to self-insure, which may be given upon furnishing proof satisfactory to the Director of Industrial Relations of ability to self-insure and to pay any compensation that may become due to his employees.

I am aware of the provisions of Section 3700 of the Labor Code which require every employer to be insured against liability for Workers' Compensation or to undertake self-insurance in accordance with the provisions of that code, and I will comply with such provisions before commencing the performance of the work of this contract.

Name of individual, company or corporation

By: _____

Title: _____

Address: _____

City State Zip Code

(In accordance with Article 5 (commencing at Section 1860), Chapter 1, Part 7, Division 2 of the Labor Code, the above certificate must be signed and filed with the awarding body prior to performing any work under this contract.)

APPENDIX D
Firm's Proposed Sample Agreement
Student Relationship Management (SRM) Software and Services

The proposing Firm shall provide a proposed sample agreement as Appendix D.

APPENDIX E
Submission Checklist
South Orange County Community College District
Student Relationship Management (SRM) Software and Services

Item	Included in RFQ&P Response
Proposal Form A: Letter of Interest and Approach	
Proposal Form B: Personnel and Staffing Resources	
Proposal Form C: Implementation Services, Related Experience, and Methodology	
Proposal Form D: Project Schedule	
Proposal Form E: Preliminary Pricing Proposal	
Proposal Form F: General Terms and Conditions	
Proposal Form G: References	
Proposal Form H: Addenda Acknowledgement	
Appendix A: Non-Collusion Declaration	
Appendix B: Equal Opportunity Affirmative Action Statement	
Appendix C: Firm's Certificate Regarding Workers' Compensation	
Appendix D: Firm's Proposed Sample Agreement	
Appendix E: Submission Checklist	