



Administered by
UNIVERSITY OF MAINE SYSTEM
Office of Strategic Procurement

REQUEST FOR PROPOSALS (RFP)

PROFESSIONAL AND CONTINUING EDUCATION SOLUTION
University of Southern Maine

RFP # 09-14

ISSUE DATE:
October 28, 2013

PROPOSALS MUST BE RECEIVED BY:
November 26, 2013

DELIVER PROPOSALS TO:

University of Maine System
Office of Strategic Procurement
Attn: Hal Wells
16 Central Street
Bangor, ME 04401

SECTION ONE

1.0 GENERAL INFORMATION:

- 1.1 Purpose: The purpose of this Request for Proposals (RFP) is for the University of Southern Maine (USM) to contract with a fully qualified and experienced company (Service Provider) to provide software application, implementation, training, maintenance, and ongoing support for a scalable system to support all aspects of Professional and Continuing Education (PCE). This includes registration, course management, marketing support, instructor contracts and payments, pricing and payment options, PCI compliant web payment capabilities, student progress, and Customer Relationship Management (CRM) capability.

The University seeks respondents who are able to supply sufficient implementation and software support resources to provide quality services and meet the desired timeline.

This Request for Proposals (RFP) states the instructions for submitting proposals, the procedure and criteria by which a vendor may be selected and the contractual terms by which the University intends to govern the relationship between it and the selected vendor.

- 1.2 Definition of Parties: The University of Maine System will hereinafter be referred to as the "University." Respondents to the RFP shall be referred to as "Bidder(s)" or "bidder(s)". The Bidder to whom the Contract is awarded shall be referred to as the "Contractor."
- 1.3 Background: The University of Southern Maine is one of seven campuses of the University of Maine System. It serves 10,000 students on three campuses. Professional and Continuing Education (PCE) is housed on the most urban campus in Portland, Maine, which has a surrounding population of 250,000. PCE is the largest provider of non-credit continuing education in the region as well as in the University of Maine System. Functional areas include:
- Professional Development Programs (PDP) which provide certificate programs and workshops for over 1500 individuals and 400 organizations each year.
 - Osher Lifelong Learning Institute (OLLI) with a membership of over 1600 individuals 50 years and older.
 - Continuing Education Unit (CEU) processing and archiving of over 50,000 records for USM.

The new database will replace two outdated custom-built systems which no longer provide competitive functionality.

- 1.4 General Description of Software and Services: The University will entertain both self-hosted and vendor-hosted proposals. The bidder shall specify which type(s) of product(s) is/are being offered, and if offering both, bidder shall list the each separately.

The software application must provide a scalable solution to handle all non-credit aspects of USM Professional and Continuing Education (PCE) programs. This includes registration, course management, pricing and web payment options, PCI compliant credit card processing, student progress, instructor payment, and marketing.

The successful solution must provide the following core requirements:

- Fully automated online registration, shopping cart functionality for course enrollment, and integration with PCI compliant payment processes.
- Supports the tracking of OLLI membership and the collection on membership fees.
- Communication to student population through email or other means.
- Intuitive instructor management tools for schedule views, grading and communication
- Ability to customize and configure the system based on changing needs.
- Seamless handling of contract training, discounts, and multiple pricing plans.
- Class/section level budgeting of direct costs/revenues (actual and projected) tied to registration.
- Manage certificate programs and student progress through automated communication tools, reports, and specified milestones.
- Reporting tools for financial analysis, planning, administrative tasks, and marketing.
- Contact management capability:
 - IT support from company building software.
 - Supports both open enrollment and contract training.
 - Ability to collect CE-specific data and run CE-specific reports.
 - University CEU management including transcripts.
 - Customer invoicing.
 - Financial reports – profit/loss statements, budgeting, projections, etc.
 - Course and event reports – nametags, participant lists, housing, workshop rosters, etc.
 - Instructor contracts and management.
 - Populating online catalogs.

1.5 Evaluation Criteria: Proposals will be evaluated on many criteria deemed to be in the University's best interest. Price and the ability for full implementation by April 1, 2014 are significant factors in this competitive process. However neither of these factors will be the sole determining factor.

1.6 Communication with the University: It is the responsibility of the bidder to inquire about any requirement of this RFP that is not understood. Responses to inquiries, if they change or clarify the RFP in a substantial manner, will be forwarded by addenda to all parties that have received a copy of the RFP. Addenda will also be posted on our web site, www.maine.edu/strategic/upcoming_bids.php. It is the responsibility of all bidders to check the web site before submitting a response to ensure that they have all pertinent documents. The University will not be bound by oral responses to inquiries or written responses other than addenda.

Inquiries must be made to: Hal Wells
 Office of Strategic Procurement
 University of Maine System
 16 Central Street
 Bangor, Maine 04401
 hcwells@maine.edu

The deadline for inquires is November 8, 2013.
 The University will respond to written inquiries not later than close of business, November 13, 2013.

1.7 Award of Proposal: Presentations may be requested of two or more bidders deemed by the University to be the best suited among those submitting proposals on the basis of the selection criteria. After presentations have been conducted, the University may select the bidder which, in its opinion, has made the proposal that is the most responsive and most

responsible and may award the Contract to that bidder. The University reserves the right to waive minor irregularities. Scholarships, donations, or gifts to the University, will not be considered in the evaluation of proposals. The University reserves the right to reject any or all proposals, in whole or in part, and is not necessarily bound to accept the lowest cost proposal if that proposal is contrary to the best interests of the University. The University may cancel this Request for Proposals or reject any or all proposals in whole or in part. Should the University determine in its sole discretion that only one bidder is fully qualified, or that one bidder is clearly more qualified than any other under consideration, a contract may be awarded to that bidder without further action.

- 1.8 Award Protest: Bidders may appeal the award decision by submitting a written protest to the University of Maine System's Director of Strategic Procurement within five (5) business days of the date of the award notice, with a copy of the protest to the successful bidder. The protest must contain a statement of the basis for the challenge.
 - 1.9 Confidentiality: The information contained in proposals submitted for the University's consideration will be held in confidence until all evaluations are concluded and a vendor selected (the successful bidder). At that time the University will issue bid award notice letters to all participating bidders and the successful bidder's proposal may be made available to participating bidders upon request. After the protest period has passed and the contract is fully executed, the winning proposal will be available for public inspection. Pricing and other information that is an integral part of the offer cannot be considered confidential after an award has been made. The University will honor requests for confidentiality for information of a proprietary nature to the extent allowed by law. Clearly mark any information considered confidential.
- The University must adhere to the provisions of the Maine Freedom of Access Act (FOAA), 1 MRSA §401 et seq. As a condition of accepting a contract under this section, a contractor must accept that, to the extent required by the Maine FOAA, responses to this solicitation, and any ensuing contractual documents, are considered public records and therefore are subject to freedom of access requests.
- 1.10 Costs of Preparation: Bidder assumes all costs of preparation of the proposal and any presentations necessary to the proposal process.
 - 1.11 Debarment: Submission of a signed proposal in response to this solicitation is certification that your firm (or any subcontractor) is not currently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation in this transaction by any State or Federal department or agency. Submission is also agreement that the University will be notified of any change in this status.
 - 1.12 Proposal Understanding: By submitting a proposal, the bidder agrees and assures that the specifications are adequate, and the bidder accepts the terms and conditions herein. Any exceptions should be noted in your response.
 - 1.13 Proposal Validity: Unless specified otherwise, all proposals shall be valid for ninety (90) days from the due date of the proposal.
 - 1.14 Non-Responsive Proposals: The University will not consider non-responsive bids or proposals, i.e., those with material deficiencies, omissions, errors or inconsistencies.
 - 1.15 Specification Protest Process and Remedies: If a bidder feels that the specifications are written in a way that limits competition, a specification protest may be sent to the Office of Strategic Procurement. Specification Protests will be responded to within five (5) business

days of receipt. Determination of protest validity is at the sole discretion of the University. The due date of the proposal may be changed if necessary to allow consideration of the protest and issuance of any necessary addenda. Specification protests shall be presented to the University in writing as soon as identified, but no less than five (5) business days prior to the bid opening date and time. No protest against the award due to the specifications shall be considered after this deadline. Protests shall include the reason for the protest and any proposed changes to the specifications. Protests should be delivered to the Office of Strategic Procurement in sealed envelopes, clearly marked as follows:

SPECIFICATION PROTEST, RFP #09-14

- 1.16 Proposal Submission: A SIGNED original and one virus-free electronic copy (e.g., CD, thumb drive) must be submitted to the Office of Strategic Procurement, University of Maine System, 16 Central Street, Bangor, Maine 04401, in a sealed envelope by **Tuesday, November 26, 2013** to be date stamped by the Office of Strategic Procurement in order to be considered. Normal business hours are 8:00 a.m. to 5:00 p.m., Monday through Friday. Bidders may wish to check <http://www.maine.edu/alerts/> to determine if University operations have been suspended. Proposals received after the due date will be returned unopened. There will be no public opening of proposals (see Confidentiality clause). In the event of suspended University operations, proposals will be due the next business day. Vendors are strongly encouraged to submit proposals in advance of the due date to avoid the possibility of missing the due date because of unforeseen circumstances. Vendors assume the risk of the methods of dispatch chosen. The University assumes no responsibility for delays caused by any package or mail delivery service. Postmarking by the due date WILL NOT substitute for receipt of proposal. Additional time will not be granted to any single vendor, however additional time may be granted to all vendors when the University determines that circumstances require it. FAXED OR E-MAIL PROPOSALS WILL NOT BE ACCEPTED. The envelope must be clearly identified on the outside as follows:

Name of Bidder
Address of Bidder
Due Date
RFP #09-14

- 1.17 Authorization: Any contract or agreement for services that will, or may, result in the expenditure by the University of \$50,000 or more must be approved in writing by the Director of Strategic Procurement and it is not approved, valid or effective until such written approval is granted.

SECTION TWO

2.0 GENERAL TERMS AND CONDITIONS:

- 2.1 **Contract Administration:** The Executive Director of University Outreach at the University of Southern Maine or its designee shall be the University's authorized representative in all matters pertaining to the administration of this Contract.
- 2.2 **Contract Documents:** If a separate contract is not written, the Contract entered into by the parties shall consist of the RFP, the signed proposal submitted by the Contractor, the specifications including all modifications thereof, and a purchase order or letter of agreement requiring signatures of the University and the Contractor, all of which shall be referred to collectively as the Contract Documents.
- 2.3 **Contract Modification and Amendment:** The parties may adjust the specific terms of this Contract (except for pricing) where circumstances beyond the control of either party require modification or amendment. Any modification or amendment proposed by the Contractor must be in writing to the Contract Administrator. Any agreed upon modification or amendment must be in writing and signed by both parties.
- 2.4 **Contract Term:** The Contract term shall be for a period of three (3) years commencing upon the completion of implementation and acceptance by the University. With mutual written agreement of the parties this Contract may be extended for additional one to three year periods. The University will consider other contract terms at its discretion if proposed and in the best interest of the University.
- 2.5 **Contract Data:** The Contractor is required to provide the University with detailed data concerning the Contract at the completion of each contract year or at the request of the University at other times. The University reserves the right to audit the Contractor's records to verify the data.
- 2.6 **Contract Validity:** In the event one or more clauses of the Contract are declared invalid, void, unenforceable or illegal, that shall not affect the validity of the remaining portions of the Contract.
- 2.7 **Non-Waiver of Defaults:** Any failure of the University to enforce or require the strict keeping and performance of any of the terms and conditions of this Contract shall not constitute a waiver of such terms, conditions, or rights.
- 2.8 **Cancellation/Termination:** If the Contractor defaults in its agreement to provide personnel or equipment to the University's satisfaction, or in any other way fails to provide service in accordance with the contract terms, the University shall promptly notify the Contractor of such default and if adequate correction is not made within seventy-two (72) hours the University may take whatever action it deems necessary to provide alternate services and may, at its option, immediately cancel this Contract with written notice. Except for such cancellation for cause by the University, either the University or the Contractor may terminate this Contract by giving ninety (90) days advance written notice to the other party. Cancellation does not release the Contractor from its obligation to provide goods or services per the terms of the Contract during the notification period.
- 2.9 **Employees:** The Contractor shall employ only competent and satisfactory personnel and shall provide a sufficient number of employees to perform the required services efficiently and in a manner satisfactory to the University. If the Contract Administrator or designee, notifies the

Contractor in writing that any person employed on this Contract is incompetent, disorderly, or otherwise unsatisfactory, such person shall not again be employed in the execution of this Contract without the prior written consent of the Contract Administrator.

- 2.10 Clarification of Responsibilities: If the Contractor needs clarification of or deviation from the terms of the Contract, it is the Contractor's responsibility to obtain written clarification or approval from the Contract Administrator.
- 2.11 Litigation: This Contract and the rights and obligations of the parties hereunder shall be governed by and construed in accordance with the laws of the State of Maine without reference to its conflicts of laws principles. The Contractor agrees that any litigation, action or proceeding arising out of this Contract, shall be instituted in a state court located in the State of Maine.
- 2.12 Assignment: Neither party of the Contract shall assign the Contract without the prior written consent of the other, nor shall the Contractor assign any money due or to become due without the prior written consent of the University.
- 2.13 Equal Opportunity: In the execution of the Contract, the Contractor and all subcontractors agree, consistent with University policy, not to discriminate on the grounds of race, color, religion, sex, sexual orientation, including transgender status or gender expression, national origin or citizenship status, age, disability, genetic information, or veteran's status and to provide reasonable accommodations to qualified individuals with disabilities upon request. The University encourages the employment of individuals with disabilities.
- 2.14 Independent Contractor: Whether the Contractor is a corporation, partnership, other legal entity, or an individual, the Contractor is an independent contractor. If the Contractor is an individual, the Contractor's duties will be performed with the understanding that the Contractor is a self-employed person, has special expertise as to the services which the Contractor is to perform and is customarily engaged in the independent performance of the same or similar services for others. The manner in which the services are performed shall be controlled by the Contractor; however, the nature of the services and the results to be achieved shall be specified by the University. The Contractor is not to be deemed an employee or agent of the University and has no authority to make any binding commitments or obligations on behalf of the University except as expressly provided herein. The University has prepared specific guidelines to be used for contractual agreements with individuals (not corporations or partnerships) who are not considered employees of the University.
- 2.15 Sexual Harassment: The University is committed to providing a positive environment for all students and staff. Sexual harassment, whether intentional or not, undermines the quality of this educational and working climate. The University thus has a legal and ethical responsibility to ensure that all students and employees can learn and work in an environment free of sexual harassment. Consistent with the state and federal law, this right to freedom from sexual harassment was defined as University policy by the Board of Trustees. Failure to comply with this policy could result in termination of this Contract without advanced notice. Further information regarding this policy is available from the Office of Community Standards, 125 Upton Hall, (207) 780-5242.
- 2.16 Indemnification: The Contractor agrees to be responsible for, and to protect, save harmless, and indemnify the University and its employees from and against all loss, damage, cost and expense (including attorney's fees) suffered or sustained by the University or for which the University may be held or become liable by reason of injury (including death) to persons or property or other causes whatsoever, in connection with the operations of the Contractor or any subcontractor under this agreement.

2.17 Contractor's Liability Insurance: During the term of this agreement, the Contractor shall maintain the following insurance:

<u>Insurance Type</u>	<u>Coverage Limit</u>
1. Commercial General Liability (Written on an Occurrence-based form)	\$1,000,000 per occurrence or more (Bodily Injury and Property Damage)
2. Vehicle Liability (Including Hired & Non-Owned)	\$1,000,000 per occurrence or more (Bodily Injury and Property Damage)
3. Workers Compensation (In Compliance with Applicable State Law)	Required for all personnel

The University of Maine System shall be named as Additional Insured on the Commercial General Liability insurance.

Certificates of Insurance for all of the above insurance shall be filed with:

Risk Manager
University of Southern Maine
96 Falmouth St, P.O. Box 9300
Portland, Maine 04104-9300

Certificates shall be filed prior to the date of performance under this Agreement. Said certificates, in addition to proof of coverage, shall contain the standard statement pertaining to written notification in the event of cancellation, with a thirty (30) day notification period.

As additional insured and certificate holder, the University should be included as follows:

University of Maine System
16 Central Street
Bangor, Maine 04401

2.18 Smoking Policy: The University of Southern Maine is a tobacco-free campus. This policy applies to faculty, staff, students, contractors, vendors and visitors. The use of tobacco and all smoking products is not permitted on any university-owned property, which includes but is not limited to, buildings, university grounds, parking areas, campus walkways, recreational and sporting facilities, and university or personally-owned, rented or leased vehicles.

Tobacco use by definition includes the possession of any lighted tobacco products, or the use of any type of smokeless tobacco, including but not limited to chew, snuff, snus, electronic cigarettes, and all other nicotine delivery devices that are non-FDA approved as cessation products.

2.19 Gramm Leach Bliley (GLB) Act (Confidentiality of Information): The Contractor shall comply with all aspects of the GLB Act regarding safeguarding confidential information.

2.20 Payments: Payment will be upon submittal of an invoice to the address shown on the purchase order by the Contractor on a Net 30 basis unless discount terms are offered. Invoices must include a purchase order number. The University is using several, preferred methods of payment: Bank of America's ePayables and PayMode electronic payment systems. Please indicate your ability to accept payment via any or all of these methods.

SECTION THREE

- 3.0 REQUIREMENTS: Bidders shall address, with specifics, the features the product(s) offered provides in relation to each of the requirements / needs shown. Bidders shall address whether the product(s) offered requires modifications, customizations, the extent of the customization including projected size (minimal, small, significant, or major), if a work-around is available, if there is a third-party integration or solution in place, or if the requirement / need will be addressed by a future release and if so, indicate the projected time frame for the release.

TECHNICAL

- 3.1 Reporting: Describe how the proposed solution meets or otherwise addresses each of the following:
- 3.1.1 Offers a query tool that provides real-time data access that is easy to use for non-technical end users. Users can report on and print any item per selection criteria defined by the user, including specific values, ranges, conditions and fields within the solution.
 - 3.1.2 Can provide utilization/audit reports.
 - 3.1.3 Allows for reports to be output in multiple formats and for standard reports to be created, scheduled, and emailed to groups of administrators. Standard reporting may include: evaluation form summary reports, registration and attendance, financial, enrollment management, certificate tracking, and membership tracking report.
 - 3.1.4 Has the capability to produce internal reports by unit as well as institution-wide reporting.
- 3.2 Technical: Describe how the proposed solution meets or otherwise addresses each of the following:
- 3.2.1 Define the platform/environment necessary to run the software. Define the hardware requirements/considerations to operate the system as proposed.
 - 3.2.2 We realize there are often various hosting options. Describe your hosted, Software as a Service (SaaS), and onsite deployment environments. Also, detail the hardware and/or software requirements of each environment and the implementation, administration and maintenance costs for each environment. For hosted or SaaS environments, outline uptime and downtime. For hosted solutions, explain if we can query the database.
 - 3.2.3 Explain if remote administration is possible if we wish to house the solution behind our firewall. Provide detail on the development and production of a continuing education registration and enrollment management solution.
 - 3.2.4 We require appropriate procedures be included, which insure the integrity of the data in case of system failure. Explain the procedures provided.
 - 3.2.5 Detail the system requirements/server specifications for your continuing education registration and enrollment management solution to run on. Include specific release/version being offered.

- 3.2.6 Describe the hardware/software/browser requirements of functional users' desktop and/or laptop computers.
- 3.2.7 Explain how you provide the ability to interface or communicate with other systems on multiple and diverse platforms.
- 3.2.8 Explain your past successes with this solution. Describe the most difficult implementation, why it occurred, and how you handled those challenges.
- 3.2.9 Detail the specific scenarios that would negatively affect the system's performance, cause the continuing education registration and enrollment management solution to improperly, or cease to, function.
- 3.2.10 Explain the solution's meantime between failures.
- 3.2.11 Explain the proposed solution's uptime and scheduled downtimes.
- 3.2.12 Explain how your solution distributes volumes of outbound email with merged data and personalization to customers.
- 3.2.13 Describe if any mobile platforms are supported by the continuing education registration and enrollment management solution and how they are implemented. (i.e., mobile-enabled, apps, etc...).
- 3.2.14 Explain how new mobile capabilities are developed and by whom.
- 3.2.15 Identify which components of your product(s) or service(s) are provided by third-party technology partners. This includes OEM software, hosting, et al.
- 3.2.16 Provide the third-party technology partner(s) name(s), address(es) and contact(s). Identify any additional costs or fees associated with the components.
- 3.2.17 Explain why underlying technology(ies) for the component(s) are provided by third-party technology partner(s).
- 3.2.18 Explain the amount of storage/memory requirements needed to archive all channels of communications.
- 3.2.19 Explain if the data stored within your solution resides in a single database.
- 3.2.20 Describe how often the software is updated and releases made available.
- 3.2.21 Describe how often hardware upgrades are required.
- 3.2.22 Explain who is responsible for installing patches, updates and releases.
- 3.2.23 Define the documentation and ongoing support provided related to updates and/or releases. Explain if the proposed solution is built on a single code base. If not, describe the various proposed solutions.
- 3.2.24 Explain if your solution supports multiple languages and which ones.
- 3.2.25 Explain the maximum number of concurrent users that can be logged in simultaneously on your system and supported. Describe how your system defines

concurrent users.

- 3.2.26 Explain if and how your solution supports ODBC data sharing.
- 3.2.27 We prefer the following, and please describe if and how you deliver these solutions:
 - A comprehensive data dictionary of database.
 - Ability to add fields and tables to the database for local needs. (Based upon hosting option.)
 - A simple (administrator) end user ability to monitor system performance.
- 3.2.28 Provide a roadmap of your hardware/software solutions that reflects their present states as well as future states for at least the next 18 to 24 months.
- 3.2.29 Describe if the solution allows for data imports.
- 3.2.30 Explain and describe if the solution uses validation and prompt values wherever possible for data entry, and displays messages that are clear and meaningful to users when there is a validation error.
- 3.2.31 Explain if the solution has mechanisms to detect and alert to possible duplicate person entries, course entries, and other possible duplicate entries.
- 3.2.32 Does this solution provide mailing address checking?
- 3.2.33 Does the solution produce ADA accessibility/standards compliant code in all interfaces?
- 3.2.34 Does the solution supports Oracle or MSSQL server?
- 3.2.35 Can the solution be load-balanced?
- 3.2.36 Can the solution be virtualized?
- 3.2.37 Explain if the data retention policy is configurable.
- 3.2.38 Describe how customizations are preserved during upgrades.
- 3.2.39 Explain how standard data integrity processes are implemented (row locking, etc.)
- 3.3 Security: Describe how the proposed solution meets or otherwise addresses each of the following:
 - 3.3.1 Explain how your system authenticates users with LDAP. If you do not utilize LDAP describe the authentication method used.
 - 3.3.2 Does your solution offer the capabilities to fit into a single sign-on model? If yes, explain. Note we prefer CAS or Shiboleth.
 - 3.3.3 We prefer an API to manage the authorization data in our Identity Management System. Describe how you deliver this solution.
 - 3.3.4 Explain if your system is a web-based, integrated workplace management solution that is accessible via web browser on workstations and mobile devices. Does it require plug-ins or software to be installed on end-users workstation or devices? If

so, explain.

- 3.3.5 Describe the audit trail capabilities of the system (auditing from within the applications as well as outside the application).
- 3.3.6 Describe your data security model.
- 3.3.7 Explain how often system data is backed up.
- 3.3.8 Explain if and how your system provides offsite backup storage.
- 3.3.9 If SaaS or hosted, how will data be protected? Address in regards to data retention, encryption, training, etc.
- 3.3.10 Describe if and how the solution allows for user access controls that can be configured allowing for access to different system features/functions based on roles/groups/departments/programs. This extends to view/update access in particular areas based on roles/groups and data elements within a function or feature.
- 3.3.11 Describe how the solution supports local and distributed account bases (i.e.: local user accounts and LDAP user accounts), local account users having profile self-service in regards to setting their password as well as password recovery/re-setting options, log on credentials that are encrypted between client and server, and configurable user timeout sessions.
- 3.3.12 Explain how the solution provides an online registration module that includes a privacy statement identifying to users what data is being collected and how it is being used.

FUNCTIONAL

- 3.4 Student: Describe how the proposed solution meets or otherwise addresses each of the following:
 - 3.4.1 The solution is fully automated and offers an integrated web-based registration tool for both new and existing students with an online shopping cart. Students can view course options in an online web-based calendar of upcoming course offerings and related courses. List additional course view options (if applicable).
 - 3.4.2 The solution supports the use of e-mail addresses for student userids. It allows students the ability to login, view, and change their own contact information and passwords.
 - 3.4.3 It allows students the ability to view and print student records, unofficial transcripts, grades, financial history, CEU History, registration history, membership history, track program completion, and pay their bill via PCI compliant credit card and check payment options.
 - 3.4.4 Explain if and how users or administrators can change their userids.
 - 3.4.5 The system allows students to access a “forgot password” and/or reset password function, and offers the ability for students to request their password be e-mailed to them.

- 3.4.6 The system supports a notification process by which students can ask to be notified when the next class of a selected course is offered (with automated notification). It also allows unlimited personal text to be associated with each comment relating to a person.
- 3.4.7 The solution provides communication tools for students. Describe the list of options and functionality for student communication within the system.
- 3.4.8 The solution supports a branded interface. Please describe.
- 3.4.9 Does the solution allow any services through social media/apps?
- 3.4.10 Explain if the solution can require the students to read and acknowledge financial policies at time of payment.
- 3.4.11 The solution provides PCI compliant online payment options, including EFT and credit card authorizations. It also allows participants to pay their bill using multiple tenders.
- 3.4.12 The solution provides automatic invoice and statement generation to participants in e-mail (PDF) format.
- 3.4.13 The solution allows students direct online access to the transcript or course history.
- 3.4.14 The solution allows students to indicate preferred methods of contact.
- 3.4.15 The solution allows students to share (download, email/forward) courses/programs to friends/contacts.
- 3.4.16 The solution allows students to initiate communications (e.g., a student can request a call/email from an administrator or instructor).
- 3.4.17 The solution checks for time conflicts within a student's schedule at the time of registration.
- 3.5 Instructor: Describe how the proposed solution meets or otherwise addresses each of the following:
 - 3.5.1 The solution allows instructors the ability to login, change their own contact information and passwords; view and update their biography and picture; view and update their course information, syllabus, and resources; view and e-sign contracts; view course evaluations and other resource documents; and have the ability to view and print their payroll history.
 - 3.5.2 The solution provides instructors the opportunity to view and print course management information for their sections. This may include participant lists/rosters, grade sheets, teaching tools (links, blackboard, etc). Define all course management abilities that may be available.
 - 3.5.3 The solution supports the use of email addresses for instructor userids, allows instructors to access a "forgot password" and reset password function, and/or request that their password be e-mailed to them.
 - 3.5.4 The solution supports instructor communication tools to students and administrators. This may include bulk e-mail, bulletin board, blogs, chat rooms, etc. Describe all

communication tools that the system supports.

- 3.5.5 The solution supports the ability for instructors to submit their course proposals online.
 - 3.5.6 Describe if and how the system collects and retains multiple profiles for the same instructor, including photographs.
 - 3.5.7 Explain if and how Instructors can be defined globally and assigned to offerings owned by a specific unit/department.
 - 3.5.8 Explain if and how the solution supports payments to instructors using a variety of payment types, delivery schedules, and methods (e.g., flat, hourly, percentage, fee per student, tiers).
 - 3.5.9 Explain if the solution supports zero to many instructors (in a variety of roles) for any section/event.
 - 3.5.10 Explain if the solution has a communications system to track ongoing instructor and/or course discussions.
 - 3.5.11 Explain if and how the solution tracks length of instructor service, active years, rates of pay, development and marking/grading fees.
 - 3.5.12 The solution lists courses taught and dates, by instructor.
 - 3.5.13 The solution includes instructor/faculty workload calculations and reporting capabilities.
 - 3.5.14 The solution allows assignment of instructors to classes to be made easily online, with dynamic edit capabilities and schedule-conflict checks.
 - 3.5.15 The solution allows for generating and printing instructor contracts and payment agreements.
 - 3.5.16 The solution provides online course/instructor evaluation forms and tracks across courses and instructors over time for analysis.
 - 3.5.17 The solution supports course/instructor evaluation form printing.
- 3.6 Administrative: Describe how the proposed solution meets or otherwise addresses each of the following:
- 3.6.1 The solution has online Help within the application providing user-friendly definitions of fields, tables, variables, and so forth, and providing the ability to allow us to add a separate, user-defined help.
 - 3.6.2 The solution allows the production of large volumes of documents. The processing operations (extraction of name, address and other data from the database, merging with form document to create the final individualized text, and formatting of the final text for printing) are performed automatically (and unattended) on the server during the night or during non-peak system usage time. Printing occurs when convenient for the user.

- 3.6.3 The solution tracks student's current and historical annual membership status. Explain how the solution reports new and non-renewing members.
- 3.6.4 The solution supports edit-checking for all fields, including user defined fields (i.e. spell checking, data validation, etc.).
- 3.6.5 Does the solution support checklists for courses to ensure that all required tasks have been completed?
- 3.6.6 The solution supports the ability to correct errors – tracking changes by user IDs.
- 3.6.7 The solution supports contracts and MOUs for off-site and/or on-site venues/services.
- 3.6.8 The solution supports the sale and distribution of tangible goods.
- 3.6.9 The solution supports the production of class attendance lists; tent cards; name tags; grading sheets; letters/certificates of completion; letters of attendance; standard and unique letters (through mail merge of exported data); transcripts; estimate invoices for companies.
- 3.6.10 The solution supports scheduling courses of any duration, with any start and end date. e.g. one week, one month, one semester, or even one hour.
- 3.6.11 The solution allows each course to have an unlimited number of sections and each section to have an unlimited number of meeting times/dates.
- 3.6.12 The solution allows multiple academic programs/units with different, user-defined calendars having terms of different starting dates and lengths to be handled.
- 3.6.13 The solution allows online checking for classroom time and room conflicts to occur automatically when building a course within the system. The University uses Resource 25, would your system be able to offer an interface? Explain.
- 3.6.14 The solution allows courses to be offered under different catalog numbers and titles, yet the course meets at the same time/location and with the same instructor (cross-listed courses).
- 3.6.15 The solution allows automated section cancellation, including changing section status, dropping students, preparing notification letters, and adjusting instructor workload.
- 3.6.16 The solution allows administrators to view, add, update, and delete data for their unit.
- 3.6.17 The solution allows administrators to group courses into zero to many programs.
- 3.6.18 The solution allows programs to include offerings or tangible goods created and owned by multiple units.
- 3.6.19 The solution allows each offering to have a start and end date and time that is not associated with traditional semesters or terms.
- 3.6.20 The solution allows administrators to copy existing courses to create similar new courses.

- 3.6.21 The solution allows administrators to import participant, course, and offering data into the system.
- 3.6.22 The solution allows administrators to override access end dates for individual participants.
- 3.6.23 The solution maintains the course catalog online with easy entry and maintenance of course descriptions, pre-requisites, co-requisites, concurrent requisites, recommended texts, and entrance requirements.
- 3.6.24 Explain if and how the solution can maintain the course catalog online for an unlimited number of previous sessions or years.
- 3.6.25 The solution maintains a current class schedule as well as a general catalog of course offerings, allowing students to see and indicate interest in courses offered in the past but that do not have a current class offering.
- 3.6.26 The solution maintains online the course offerings with complete section timetable and meeting location information including the assigned instructor for each section.
- 3.6.27 The solution allows multiple, user-selected grading plans.
- 3.6.28 The solution provides the capability to control inquiry and update access to grading according to permissions.
- 3.6.29 The solution provides real-time entry and validation of grades and CEUs for individual students or entire sections.
- 3.6.30 The solution provides automatic, immediate updating of online transcripts with every grade and CEU entry or grade and CEU change.
- 3.6.31 The solution supports transcript generation (including grades, CEU's, and instructor names).
- 3.6.32 The solution optionally e-mails a registration summary to administrators.
- 3.6.33 The solution automatically maintains a historical audit trail of all grade and CEU entries or changes to a transcript.
- 3.6.34 The solution includes an order form process which enables staff to request grade reports, transcripts, and other official records output for an individual student, which provides the document immediately and maintains a history of orders by staff or students.
- 3.6.35 The solution allows for ability to archive course information, including tasks or checklist.
- 3.6.36 The solution allows for tracking and managing of copyright expiration dates (with automatic notifications as dates approach).
- 3.6.37 The solution allows for assignment of materials for each course/location.
- 3.6.38 Explain how the solution allows for the printing of class-set up reports (i.e., logistical information, A/V equipment, materials, resources, etc.).

- 3.6.39 The solution's online registration module allows the general public to browse a catalog and view offering descriptions by location, date, time, subject area, and other course fields (and combinations of the fields).
- 3.6.40 The solution's online registration module allows the general public to add multiple offerings to a shopping cart.
- 3.6.41 The solution's online registration module allows administrators to group offerings with other offerings or tangible goods in order to display them together when an offering is selected.
- 3.6.42 The solution's checkout process allows custom data input fields for each offering purchased (e.g., the ability to read and accept a disclaimer statement or the ability to enter questionnaire type information).
- 3.6.43 The solution places students on waiting lists when a course section is full.
- 3.6.44 The solution includes the ability to provide maps for off-site venues.
- 3.6.45 The solution allows for international mailing codes, conventions and phone numbers.
- 3.6.46 The solution allows for student contacts to be tracked, notes, account codes and identifiers to be inserted, automated letters generated and checklists updated through contact management resources.
- 3.6.47 Explain how your system supports a communications system to track ongoing discussions between admin, instructors, student, vendors, companies, etc...
- 3.6.48 The solution allows users to use the communications production schedule and related capabilities to remind themselves and others of meetings, phone calls, etc.
- 3.6.49 The solution allows extracted name, address and other data to be downloaded for word-processing with a mail-merge file formatted for letters created with Microsoft Word.
- 3.6.50 The solution includes an identity management feature.
- 3.6.51 The solution allows the printing and tracking of risk waiver forms.
- 3.6.52 The solution supports contact information including multiple email fields, phone (home, business, cell, etc), and address (billing, mailing, home, work, etc...)
- 3.6.53 The solution supports alternate addresses (shipping, invoicing, mailing, etc...) and address history with date stamping and effective date.
- 3.6.54 The solution supports a preferred name field and name history (to account for misspellings and legal name changes).
- 3.6.55 The solution supports unlimited academic & professional credentials and associations.
- 3.6.56 The system supports auto generation of faculty contracts, program completion certificate, etc. Please describe all manual and auto generation options within the

system.

- 3.7 Budget: Describe how the proposed solution meets or otherwise addresses each of the following:
- 3.7.1 The solution allows administrators to update basic payment information for each participant (i.e. amount paid and payment type).
 - 3.7.2 The solution allows payments for single transactions to be allocated to multiple account numbers.
 - 3.7.3 The solution allows administrators invoicing capabilities, and lets companies elect to have their bill invoiced, thus skipping the online payment steps.
 - 3.7.4 The solution supports summary financial data by certificate, program, cost-center, or by date, daily/weekly/monthly, and program area to track financial/marketing trends over time.
 - 3.7.5 The solution supports the automatic reporting of courses that have not met sufficient enrollments to breakeven.
 - 3.7.6 The solution supports class/section level budgeting of direct costs/revenues (actual and projected) tied to registration (less Good & Services Tax). Direct costs include instructor payment, course materials, audio-visual costs, room and catering costs, development & marketing. Some are fixed while others are tied to enrollment figures, or weighted across course groups/programs.
 - 3.7.7 The solution offers analysis tools for planning, managing budgets and marketing campaigns, and reporting as to course/program financial success over time.
 - 3.7.8 The solution offers income, expense, and profit/loss tracking features to predict the success and sustainability of an institution's programs on a course-by-course or program-wide basis.
 - 3.7.9 The solution supports reconciliations, cash totals, and reconciliations against payment processor report balances.
 - 3.7.10 The solution manages deadline driven registration fees and discounts.
 - 3.7.11 The solution allows a unique refund policy for each offering or program area and allows partial refunds. The system processes refunds and transfers through an automated process.
 - 3.7.12 The solution allows the budget to be compared to actual imported or entered financial information for sections/offerings of a course.
 - 3.7.13 The solution automatically calculates and tracks sales tax on taxable items sold.
 - 3.7.14 The solution allows for flat rate programs and/or tiered pricing (rather than per student fees/rates).
 - 3.7.15 The solution allows participants to transfer payments to another participant for an offering and allow participants to transfer payment from one offering to another.

- 3.7.16 The solution allows additional fees to be assigned to an offering (e.g., percentage or flat fees) and a unlimited number of special fees associated with a course to be assessed.
- 3.7.17 The solution supports linking course materials costs to direct costs for course.
- 3.7.18 The solution allows course fees and other miscellaneous charges to be entered easily and automatically calculated and posted on the basis of editable user-defined rules.
- 3.7.19 The solutions allows an audit trail to be maintained of all student add/drop and payment transactions.
- 3.7.20 The solution provides administrators the capability to print or email invoices or statements in any desired sort order, i.e. alphabetical, student ID, postal code, by type, by date, by name or by balance.
- 3.7.21 The system provides the capability to designate separate billing addresses.
- 3.7.22 The solution allows multiple bills to be generated for statements and invoices, e.g., business and home.
- 3.7.23 The solution has the capability to create and maintain third-party entities and bill the third party separately.
- 3.7.24 The solution has the capability to associate an unlimited number of recipient individuals with a specific third-party contract.
- 3.7.25 The solution accommodates partial third-party billing (e.g., a student may take three classes, and their employer may pay for only one of the classes).
- 3.7.26 The solution allows the capability for administrators to place holds on students account (with override capabilities).
- 3.7.27 Explain if the solution offers an interface to PeopleSoft Financials. If so explain and include any associated costs. Describe if it allows all transactions, whether posted manually or automatically, to update main campus ledgers and if accounting staff can reconcile/balance A/R accounts within PeopleSoft.
- 3.7.28 The solution can run reports of credits and/or debits sitting on accounts. (A/R, A/P).
- 3.7.29 The solution can expire all credits or gift certificates at set dates (e.g., end of fiscal years).
- 3.7.30 The solution provides contact management features related to fiscal history and tracking.
- 3.7.31 The solution allows adds, drops, and other online registration changes of a student to immediately update registration and billing information.
- 3.7.32 The solutions flags students, vendors, or companies with outstanding accounts.
- 3.7.33 The solution supports tracking of pre-payments of courses by student, vendors, members or companies.

- 3.7.34 The solution supports discount codes, or redemption of certificates, for course bundling and course/program combination discounts, and for multiple registration discounts (by a company).
- 3.7.35 The solution allows membership duration parameters to be defined.
- 3.7.36 Identify and describe the solution's PCI compliant credit card processing system. Please note our strong preference for working with Touchnet.
- 3.8 Enrollment Management: Describe how the proposed solution meets or otherwise addresses each of the following:
 - 3.8.1 The solution provides roll-up reporting of enrollments across department by course, certificate, program area, course type, and over time for repeated courses.
 - 3.8.2 The solution supports waitlist management, attendance reporting, and accurate, up-to-the-minute enrollment counts to be available online at any time.
 - 3.8.3 The solution supports prior learning assessments and requirement changes / exceptions for individual students.
 - 3.8.4 The solution manages prerequisites using and/or logic, including exams, minimum exam scores, and other courses.
 - 3.8.5 The solution supports the reporting of non-credit course statistics, tracking of cohorts and students who change cohorts, class lists to show which students are in certificate programs, class lists to include contact information and registration status, and the history of courses if course names or numbers have changed over time (equivalencies).
 - 3.8.6 The solution provides a minimum and maximum number of participants in a course, including closing enrollment when the maximum number of registrations has been met.
 - 3.8.7 The solution allows administrators to customize offering descriptions to include links to other websites, help desk information, etc.
 - 3.8.8 The solution allows administrators to set up offerings and elect to have them hidden from public view until a future point in time.
 - 3.8.9 The solution allows administrators to record participant completion status and comments.
 - 3.8.10 The solution allows wait list maximums to be established for each section, maintains student wait lists, and automatically notifies students when seats become available.
 - 3.8.11 The solution allows reasons for drops/withdrawals to be tracked.
 - 3.8.12 The solution supports the tracking of individual status from lead, prospect, application, registration, certificate completion, alumni status, and member status (as applicable).
 - 3.8.13 The solution supports reporting of an enrollment funnel (applications received, admitted, denied, etc.) and of conversions (leads/inquiries versus enrollments).

- 3.8.14 The solution supports tracking student progress to ensure appropriate follow-up and completion (remind students of upcoming courses which they may require to graduate/complete).
- 3.8.15 The solution provides contact management features related to enrollment tracking.
- 3.9 Registration: Describe how the proposed solution meets or otherwise addresses each of the following:
 - 3.9.1 The solution supports the detection of duplicate student registrations in any single event.
 - 3.9.2 The solution allows a student's record on the system to be looked up by student ID, birth date, name, previous names, preferred name, partial name, email address, or street address.
 - 3.9.3 The solution supports group registrations, for multiple students from a single company or organization.
 - 3.9.4 The solution allows users to customize on-screen field labels and customize standard data elements required at the time of registration.
 - 3.9.5 The solution allows administrators to draft and preview how an offering will display in the online registration module prior to actually publishing it.
 - 3.9.6 The solution allows administrators to create and require an access code to be entered in order to register for specific offerings.
 - 3.9.7 The solution allows administrators to define offering-specific custom data fields to collect information from participants during registration.
 - 3.9.8 The solution allows seats to be purchased in bulk without identifying individual participants, subsequently allowing administrators to assign participant identities to pre-purchased seats in an offering.
 - 3.9.9 The solution supports registering participants in conferences or other events.
 - 3.9.10 The solution allows administrators to merge participant records when a person creates multiple accounts.
 - 3.9.11 The solution allows administrators to transfer participants to different offerings within or across units.
 - 3.9.12 The solution allows for changing or overriding enrollment limits.
 - 3.9.13 The solution allows course requirements to be verified automatically at registration time, including prerequisites, co-requisites, concurrent requisites, test scores, and minimum grades or CEUs.
 - 3.9.14 The solution displays schedule time conflicts, closed sections, and a list of alternative sections for any closed section at registration time.
 - 3.9.15 The solution displays similar course offerings or courses "also of interest" for those

courses/programs purchased (in shopping cart).

- 3.9.16 The solution allows flexible search criteria for finding available sections during registration.
 - 3.9.17 The solution provides block registration capability to permit enrollment in a block of classes with few keystrokes, including time conflict and requisite checking.
 - 3.9.18 The solution maintains a historical audit trail of all adds, drops, section changes, and other changes.
 - 3.9.19 The solution allows instructor and room schedules to be maintained online.
 - 3.9.20 The solution allows grade and CEU distribution and section analysis reports to be available.
 - 3.9.21 The solution allows special messages to be put on grade, transcript, or CEU mailers (e.g., Register Now.)
 - 3.9.22 The solution allows the academic performance of students to be tracked by class, instructor, advisor, and/or individual student.
 - 3.9.23 The solution allows assignment of faculty to classes to be made easily online, with dynamic edit capabilities and schedule-conflict checks.
 - 3.9.24 The solution includes instructor workload calculations and reporting capabilities.
 - 3.9.25 The solution calculates for cancellation rates by department/unit.
 - 3.9.26 The solution allows participants to manage their wait lists.
 - 3.9.27 The solution allows students to have a “wish list” based on subject, instructor and/or date time preferences.
 - 3.9.28 The solution allows participants to view and manage their registration data including adding, dropping (up to X days prior) with refund or credit policies, and transferring.
 - 3.9.29 The solution displays the refund schedule and terms/conditions associated with a drop request.
 - 3.9.30 The solution tracks membership termination (i.e. moved away, deceased, etc.) with dates.
- 3.10 Certificate Program Tracking: Describe how the proposed solution meets or otherwise addresses each of the following:
- 3.10.1 The solution supports the ability to track certificate requirements as they change over time.
 - 3.10.2 The solution supports tracking completion of minimum number of course hours for certificates.
 - 3.10.3 The solution supports tracking of completion of all courses with minimum attendance and grades for certificates.

- 3.10.4 The solution supports tracking of completion of a set of core and elective courses totaling a minimum number of hours for certificates.
 - 3.10.5 The solution supports including courses from different program areas for certificate completion
 - 3.10.6 The solution supports certificate applications and tracks all certificate alumni.
 - 3.10.7 The solution offers management tools designed for certificate programs in which groups of students advance through a pre-defined set of courses.
- 3.11 Marketing: Describe how the proposed solution meets or otherwise addresses each of the following:
- 3.11.1 The solution offers a range of options for marketing planning and assessment to help quickly and efficiently assess which marketing tactics are most effective.
 - 3.11.2 The solution allows administrators to modify the metadata of an offering display in order to improve internet search results.
 - 3.11.3 The solution allows administrators to create advertisements for display on their unit catalog and for a specific offering.
 - 3.11.4 The solution offers social media marketing strategies and has the ability to collect data on social media marketing.
 - 3.11.5 The system allows for multiple instructor/faculty biographical sketches and course descriptions to allow for separate information in print and Web mediums.
 - 3.11.6 The solution supports the recording of marketing data at the time of registration. e.g. "How did you hear about our programs?" data mining to research new areas of program development, and includes an online survey tool.
 - 3.11.7 The solution provides the ability for end users to conduct A/B testing on mailing lists and track and store results (randomly split group into groups A and B to receive different marketing materials).
 - 3.11.8 The solution has a variety of automatic email options. This may include the ability to send an opt-in message to allow recipients to indicate whether or not they want their email address used for communications; optionally sends specific messages to a participant after they have responded to survey questions; automatically notify registrants that a particular class is part of a certificate program, with a list of other classes needed to obtain certificate; bulk email messages, with unsubscribe functions and tracking capabilities (e.g., links clicked, open rates, etc.).
 - 3.11.9 The solution provides statistical analyses of incoming/outgoing communications.
 - 3.11.10 The solution provides campaign tracking features, including use of promotional codes, the ability to tie specific marketing pieces to courses/programs, and matches individuals on mailing lists and/or in specific marketing campaigns to enrollments.
 - 3.11.11 The solution collects and retains marketing data. This may include profile data for participants, prospects, alumni, members, purchasers that are not participants,

associates purchasers with purchasing groups or companies, data for program areas or groups of offerings, courses, and targeted marketing campaigns.

- 3.11.12 The solution allows for easy extraction of information for a catalog, brochures, and/or other promotional pieces, and the ability to generate mailing lists by day, month, term, year, etc. for different participant groups (prospects, student, members, etc.).
 - 3.11.13 The solution allows external web sites to link to a sub catalog and link directly to add an offering to the shopping cart and take the participant to the checkout page.
 - 3.11.14 The solution automatically records all mailings and contacts with each prospect / student / member and provides access to an online display of mailings and contacts to any authorized individual.
 - 3.11.15 The solution allows specific groups (student, member, instructor, company, etc.) to be targeted with specific mailings and allows letters created with word-processing software (e.g., Microsoft Word) to be integrated into the system.
 - 3.11.16 The solution supports multiple target groups and allows for target groups to be changed at any time to suit the tactic of particular recruiting efforts. Please explain if and how target groups can be changed within this system.
 - 3.11.17 The solution allows a unique identification number to be automatically assigned to each prospect and allows “ticklers” to be created by the institution for automatic prospect follow-up.
 - 3.11.18 The solution allows statistical enrollment reports to be created including unlimited biographic, demographic, and employment information, relationships, involvements, achievements, interests, salutations (with criteria for selection), alternate address (with effective dates and other criteria), previous names, communications history, and other data to be easily maintained for constituents.
 - 3.11.19 The solution allows each incoming and outgoing communication (letter, memo, telephone call, visit, etc.) with each constituent to be recorded and the complete history viewed online or printed out at any time.
 - 3.11.20 The solution has capabilities to produce letters or other documents to targeted groups of constituents based on subscription, cultivation, solicitation, or other strategies.
 - 3.11.21 The solution has a subscription system for ongoing mailings, such as brochures or e-newsletters.
 - 3.11.22 The solution allows for collection/storage of photo release forms.
 - 3.11.23 The solution allows for importing of mailing lists into the system, and tracks expiration dates.
 - 3.11.24 The solution allows for clean and/or custom URLs.
- 3.12 Implementation: Our preference is to start implementation as soon as possible in 2014. The new system needs to be fully implemented no later than April 1, 2014. We expect this to include implementation, configuration, and training.
- 3.12.1 Describe your recommended implementation strategy, best practice consulting

options, and professional services. The University requires the review of consultant's credentials/experience and reserves the right to request replacement if he/she fails to meet expectations at any time.

- 3.12.2 Provide task lists and timelines for a standard implementation. Include examples for vendor hosted or University hosted, if applicable.
- 3.12.3 Business process analysis will be conducted and re-engineering training provided prior to implementation.
- 3.12.4 Outline the staffing and composition of the implementation team. Include University staff and roles, vendor staff and roles, and proposed hours required for successful implementation.
- 3.12.5 Identify any third party vendors involved in your implementation strategy and describe these relationships. Indicate whether these relationships are required or optional for implementation of the proposed solution. Be sure to detail associated costs and requirements related to the third party vendor.

3.13 Training:

- 3.13.1 Describe the training options available in support of this product and implementation. Include training for functional and technical users.
- 3.13.2 Describe the training methods available such as on-site, online instructor led, online self help, documentation, etc.
- 3.13.3 Describe your training best practices and what you would recommend for a successful implementation of this product.

3.14 Support

- 3.14.1 Explain what type of documentation, or help system, is included with the CRM solution.
- 3.14.2 Do you support user groups or advisory boards for the proposed solution? Do they operate independently from your company? Are they national or regional? Explain.
- 3.14.3 What services or events do you offer clients to maximize or leverage the features / functionality of the solution?
- 3.14.4 Describe how you manage on-going contact with your clients. Would the University be assigned an account manager? What expertise would that person have to support our needs?
- 3.15.5 How do you obtain and prioritize feedback for changes or enhancements to your solution? (i.e. user groups, customer service, company representatives, etc.)
- 3.15.6 Define phone and web support provided and any priority system to provide for urgent support, hours of operation, location of support services, and any plans to change hours of operation. Include support for both functional and technical needs.

SECTION FOUR

4.0 PROPOSAL CONTENT:

Bidders shall ensure that all information required herein is submitted with the proposal. All information provided should be verifiable by documentation requested by the University. Failure to provide all information, inaccuracy or misstatement may be sufficient cause for rejection of the proposal or rescission of an award. Bidders are encouraged to provide any additional information describing operational abilities. Responses to each requirement below should be in order and clearly marked with the section number to which they respond.

4.1 Qualifications:

- 4.1.1 Provide a statement describing your company to include name, number of employees, locations, number of years in business, number of years offering / supporting the proposed solution, and any and all acquisitions or mergers in the last five years.
- 4.1.2 Describe your experience in the higher education market. Provide a client list that includes any and all higher education clients.
- 4.1.3 Provide a statement that explains why your company would be most qualified to provide products and services to USM's Professional & Continuing Education Division. What differentiates you from your competitors?
- 4.1.4 Describe your firm's understanding of the current Professional and Continuing Education market. What challenges do universities face in the area of PCE student recruitment and services, and how would your product support the University of Southern Maine in its recruitment and service goals?

4.2 Costs: Provide a cost breakdown that includes the following:

Note regarding total cost of ownership: This "cost" will encompass the entire solution pricing along with all services and necessary customizations. If there are additional components or modules that are not included in the offering, they must be identified and itemized as "optional" and include all software, maintenance/support, hosting services, professional services, integration, and customization costs, as applicable. All items identified in the proposal (including third party items required) will be considered free add-ons to the proposed solution at the prices included in this RFP response unless expressly stated otherwise.

- 4.2.1 Include pricing for Saas, vendor hosted, and University hosted models as applicable.
- 4.2.2 Hardware costs (both server and desktop if applicable) necessary for implementation.
- 4.2.3 System and application software, including additional applications suggested for enhanced performance.
- 4.2.4 Include pricing for operating system, database and memory/storage backup requirements, if applicable.
- 4.2.5 Indicate all options available for licensing including (if applicable) named licenses, concurrent users, unlimited, etc.

- 4.2.6 List the costs for implementation of your system in a detailed line by line format to include but not limited to labor, staffing, travel, testing, training, documentation, product literatures/manuals, etc).
 - 4.2.7 Detail a maintenance fee schedule for multi-year contracts.
 - 4.2.8 Inclusive of all costs, provide a breakdown of one-time versus ongoing costs.
- 4.3 References: Provide at least three (3) current professional references who may be contacted for verification of the bidder's professional qualifications to meet the requirements set forth herein. We request that the references include one long-standing customer (minimum of 3 year engagement) and one new customer (one who has been engaged with vendor for less than one year). Clients from higher education institutions are strongly preferred, especially those similar in size and requirements to the University of Southern Maine. These references are required, and the bidder shall include them with their proposal. Please provide the client / company / institution name, contact name and title, mailing address, phone number, and email address if possible.

SIGNATURE PAGE

COMPANY NAME: _____

By: _____
(Signature)

(Print Name)

(Title)

(Phone)

(Cell Phone)

(E-mail Address)

(Date)

ATTACHMENT A

UNIVERSITY OF MAINE SYSTEM STANDARDS FOR SAFEGUARDING INFORMATION

This Attachment addresses the Contractor's responsibility for safeguarding Compliant Data and Business Sensitive Information consistent with the University of Maine System's Information Security Policy and Standards. (infosecurity.maine.edu)

Compliant Data is defined as data that the University needs to protect in accordance with statute, contract, law or agreement. Examples include Family Educational Rights and Privacy Act (FERPA), Health Insurance Portability and Accountability Act (HIPAA), Gramm-Leach-Bliley Act (GLBA), Maine Notice of Risk to Personal Data Act, and the Payment Card Industry Data Security Standards (PCI-DSS).

Business Sensitive Information is defined as data which is not subject to statutory or contractual obligations but where the compromise or exposure of the information could result in damage or loss to the University.

1. Standards for Safeguarding Information: The Contractor agrees to implement reasonable and appropriate security measures to protect all systems that transmit, store or process Compliant Data and Business Sensitive Information or personally identifiable information from Compliant Data and Business Sensitive Information furnished by the University, or collected by the Contractor on behalf of the University, against loss of data, unauthorized use or disclosure, and take measures to adequately protect against unauthorized access and malware in the course of this engagement.
 - A. Compliant Data and Business Sensitive Information may include, but is not limited to names, addresses, phone numbers, financial information, bank account and credit card numbers, other employee and student personal information (including their academic record, etc.), Drivers License and Social Security numbers, in both paper and electronic format.
 - B. If information pertaining to student educational records is accessed, transferred, stored or processed by Contractor; Contractor shall protect such data in accordance with FERPA.
 - C. If information pertaining to protected health information is accessed, used, collected, transferred, stored or processed by Contractor; Contractor shall protect such data in accordance with HIPAA and Contractor shall sign and adhere to a Business Associate Agreement.

- D. If Contractor engages in electronic commerce on behalf of the University or cardholder data relating to University activities is accessed, transferred, stored or processed by Contractor; Contractor shall protect such data in accordance with current PCI-DSS guidelines.
 - E. If information pertaining to protected “Customer Financial Information” is accessed, transferred, stored or processed by Contractor; Contractor shall protect such data in accordance with GLBA.
2. Prohibition of Unauthorized Use or Disclosure of Information: Contractor agrees to hold all information in strict confidence. Contractor shall not use or disclose information received from, or created or received by, Contractor on behalf of the University except as permitted or required by this Agreement, as required by law, or as otherwise authorized in writing by the University.
3. Return or Destruction of Compliant or Business Sensitive Information:
- A. Except as provided in Section 3(B), upon termination, cancellation, or expiration of the Agreement, for any reason, Contractor shall cease and desist all uses and disclosures of Compliant Data or Business Sensitive Information and shall immediately return or destroy (if the University gives written permission to destroy) in a reasonable manner all such information received from the University, or created or received by Contractor on behalf of the University, provided, however, that Contractor shall reasonably cooperate with the University to ensure that no original information records are destroyed. This provision shall apply to information that is in the possession of subcontractors or agents of Contractor. Contractor shall retain no copies of University information, including any compilations derived from and allowing identification of any individual’s confidential information. Except as provided in Section 3(B), Contractor shall return (or destroy) information within 30 days after termination, cancellation, or expiration of this Agreement.
 - B. In the event that Contractor determines that returning or destroying any such information is infeasible, Contractor shall provide to University notification of the conditions that make return or destruction infeasible. Upon mutual agreement of the Parties that return or destruction of such information is infeasible, Contractor shall extend the protections of this Agreement to such information and limit further uses and disclosures of such information to those purposes that make the return or destruction infeasible, for so long as Contractor maintains such information.
 - C. Contractor shall wipe or securely delete Compliant Data or Business Sensitive Information and personally identifiable information furnished by the University from storage media when no longer needed. Measures taken shall be commensurate with

the standard for “clearing” as specified in the National Institute of Standards and Technology (NIST) Special Publication SP800-88: Guidelines for Media Sanitization, prior to disposal or reuse.

4. Term and Termination:

A. This Attachment shall take effect upon execution and shall be in effect commensurate with the term of the Agreement

5. Subcontractors and Agents: If Contractor provides any Compliant Data or Business Sensitive Information received from the University, or created or received by Contractor on behalf of the University, to a subcontractor or agent, the Contractor shall require such subcontractor or agent to agree to the same restrictions and conditions as are imposed on Contractor by this Agreement.

6. Contractor shall control access to University data: All Contractor employees shall be adequately screened, commensurate with the sensitivity of their jobs. Contractor agrees to limit employee access to data on a need-to-know basis. Contractor shall impose a disciplinary process for employees not following privacy procedures. Contractor shall have a process to remove access to University data immediately upon termination or re-assignment of an employee by the Contractor.

7. Unless otherwise stated in the agreement, all Compliant Data or Business Sensitive Information is the property of the University and shall be turned over to the University upon request.

8. Contractor shall not amend or replace hardware, software or data without prior authorization of the University.

9. If mobile devices are used in the performance of this Agreement to access University Compliant Data or Business Sensitive Information, Contractor shall install and activate authentication and encryption capabilities on each mobile device in use.

10. Reporting of Unauthorized Disclosures or Misuse of Information: Contractor shall report to the University any use or disclosure of Compliant Data or Business Sensitive Information not authorized by this Agreement or in writing by the University. Contractor shall make the report to the University not more than one (1) business day after Contractor learns of such use or disclosure. Contractor’s report shall identify; (i) the nature of the unauthorized use or disclosure, (ii) the information used or disclosed, (iii) who made the unauthorized use or received the unauthorized disclosure, (iv) what Contractor has done or shall do to mitigate the effects of the unauthorized use or disclosure, and (v) what corrective action Contractor has taken or shall take to prevent future similar unauthorized use or disclosure. Contractor

shall provide such other information, including a written report, as reasonably requested by the University. Contractor shall keep University informed on the progress of each step of the incident response. Contractor shall indemnify and hold University harmless from all liabilities, costs and damages arising out of or in any manner connected with the security breach or unauthorized use or disclosure by Contractor of any University Compliant Data or Business Sensitive Information. Contractor shall mitigate, to the extent practicable, any harmful effect that is known to Contractor of a security breach or use or disclosure of Compliant Data or Business Sensitive Information by Contractor in violation of the requirements of this Agreement. In addition to the rights of the Parties established by this Agreement, if the University reasonably determines in good faith that Contractor has materially breached any of its obligations, the University, in its sole discretion, shall have the right to:

- Inspect the data that has not been safeguarded and thus has resulted in the material breach, and/or
- Require Contractor to submit a plan of monitoring and reporting, as the University may determine necessary to maintain compliance with this Agreement;
- and/or Terminate the Agreement immediately.

11. Survival: The respective rights and obligations of Contractor under Section 12 of the Agreement or Section 3 of this Attachment shall survive the termination of this Agreement.
12. Contractor Hosted Data: If Contractor hosts University Compliant Data or Business Sensitive Information in or on Contractor facilities, the following additional clauses apply.
 - A. Contactor computers that host University Compliant Data or Business Sensitive Information shall be housed in secure areas that have adequate walls and entry control such as a card controlled entry or staffed reception desk. Only authorized personnel shall be allowed to enter and visitor entry will be strictly controlled.
 - B. Contractor shall design and apply physical protection against damage from fire, flood, earthquake, explosion, civil unrest, and other forms of natural or man-made disasters. Contractor shall protect hosted systems with Uninterruptible Power Supply (UPS) devices sufficient to meet business continuity requirements.
 - C. Contractor shall backup systems or media stored at a separate location with incremental back-ups at least daily and full back-ups at least weekly. Incremental and full back-ups shall be retained for 15 days and 45 days respectively. Contractor shall test restore procedures not less than once per year.
 - D. Contractor shall provide for reasonable and adequate protection on its network and system to include firewall and intrusion detection/prevention.

CONTRACTOR

By: _____
Signature Date

Printed

Title Address