



ADMINISTERED BY
UNIVERSITY OF MAINE SYSTEM
OFFICE OF STRATEGIC PROCUREMENT
REQUEST FOR PROPOSALS (RFP)

Constituent Engagement Management for Advancement
RFP # 40-14
Issue Date: May 8, 2014

Proposals Must Be Received By: June 6, 2014

Deliver Proposals To:
University of Maine System
Office of Strategic Procurement
Robinson Hall
46 University Drive
Augusta, Maine 04330
Attn: Robin Cyr, IT Sourcing Manager

Strategic Sourcing Manager: Robin Cyr
Email: robin.cvr@maine.edu Phone: (207) 621-3098

Contents

Section 1	4
1.0 General Information.....	4
1.1 Purpose.....	4
1.2 Definition of Parties	4
1.3 University Background	4
1.4 Scope and Goals	6
1.5 Scoring Weights and Process.....	7
1.6 Scoring the Cost Proposal	7
1.7 Timeline of Key Events.....	8
1.8 Communication with the University	8
1.9 Award of Proposal	8
1.10 Award Protest	9
1.11 Confidentiality	9
1.12 Costs of Preparation.....	9
1.13 Debarment	9
1.14 Proposal Understanding.....	10
1.15 Proposal Validity	10
1.16 Non-Responsive Proposals.....	10
1.17 Proposal Submission.....	10
1.18 Proposal Submission Requirements.....	10
1.18.1 Proposal Format	11
1.18.2 Proposal Contents	12
1.19 Authorization	13
Section 2	14
2.0 General Terms and Conditions.....	14
2.1 Contract Administration.....	14
2.2 Contract Documents	14
2.3 Contract Modification and Amendment.....	14
2.4 Contract Term.....	14
2.5 Contract Data	14
2.6 Contract Validity.....	14
2.7 Non-Waiver of Defaults	14
2.8 Cancellation/Termination.....	15
2.9 Employees	15

2.10	Clarification of Responsibilities	15
2.11	Litigation	15
2.12	Assignment	15
2.13	Equal Opportunity	15
2.14	Independent Contractor	15
2.15	Sexual Harassment	16
2.16	Indemnification	16
2.17	Contractor's Liability Insurance	16
2.18	Smoking Policy	17
2.19	Gramm Leach Bliley (GLB) Act (Confidentiality of Information)	17
2.20	Payments	17
Section 3	18
3.0	Organizational Qualifications, Experience, Financial Stability, References and Costs	18
3.1	Organizational Qualifications and Experience	18
3.2	Financial Stability	19
3.3	References	19
3.4	Cost Proposal	19
Section 4	21
4.0	Business Functional Requirements (Matrix Section)	21
Section 5	22
5.0	Business Functional Requirements (Narrative Section)	22
5.1	Multi-Institution Capabilities	22
5.2	General Requirements	22
5.3	Implementation Requirements	23
5.4	Training Requirements	24
5.5	Support Requirements	24
Section 6	25
6.0	Technical Requirements	25
6.1	Technical Requirements – General	25
6.2	Technical Requirements – Data	26
6.3	Technical Requirements – Interface Data Exchange	26
6.4	Technical Requirements – Accessibility	27
6.5	Technical Requirements – Security	27
Section 7	29
7.0	List of Appendices and Related Documents	29

Section 8 30

8.0 APPENDICES 30

Appendix A - University of Maine System Proposal Cover Page 30

Appendix B - Cost Proposal Form..... 31

Appendix D - Interface Data Exchange Requirements 41

Section 1

1.0 General Information

1.1 Purpose

The University of Maine System is seeking proposals for the provision of a comprehensive Constituent Engagement Management (CEM) solution for Advancement that will assist us in design, management and execution of an online strategy for content management, email marketing, online giving, event management, membership management and social networking integration. Ultimately the CEM will support philanthropy, volunteerism, career mentoring, and other forms of interaction between the UMS campuses and their constituents.

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 University Background

The University of Maine System (UMS) is the state's largest educational enterprise with an annual enrollment of nearly 40,000 students. The System features seven universities, some with multiple locations throughout the state. At any time one or more of our schools may make the decision to join in on this project. Due to the variation in size and complexity of our campuses we are seeking flexible and scalable solutions. Please see the 'Scalability' section below.

The University of Maine (UMaine) is the flagship research campus of the UMS, with an enrollment of 11,247 students. UMaine offers the state's most comprehensive academic experience, with more than 90 undergraduate majors and academic programs, 75 master's programs and 30 doctoral programs. The university serves traditional, non-traditional, and online student populations.

Number of alumni - approximately 88,000

Total number of active constituents - individuals 133,865;
organizations 30,781; Total 164,646

Estimated annual fundraising total (FY14) \$18,982,547

Description of major communication campaigns -

UMaine communications campaigns around local (campus) and regional alumni events, our Annual Fund, specific gift/donor recognition societies, challenge grants, leadership clubs, etc.

Description of major fundraising and/or alumni events – UMaine has alumni events on campus, around the state, and across the country. Major alumni events include those around reunion and homecoming activities. Major fundraising and alumni events are listed on our Web sites.

Estimated number of emails sent per month – UMaine has 45 email blasts (including Annual Fund, UMaine Alumni Association, special events on and off campus)

The University of Southern Maine is a comprehensive, regional, public university offering undergraduate and graduate degree programs as well as professional and continuing education courses. Princeton Review has cited USM as one of the Best Colleges in the Northeast and our AACSB-accredited business school as one of the best business schools. Our faculty are recognized nationally and have reached the highest credentials in their field, using their extensive knowledge and expertise to create an outstanding academic experience for our students. Our undergraduate students' total 7,407 and our Graduate students total 1,693. We have three campuses located in Portland, Gorham, and Lewiston, Maine and many of our courses and degree programs are offered online.

Number of alumni - approximately 48,000

Total number of constituents - 60,789 (measured by active records in Advance)

Estimated annual fundraising total - \$2M

Description of major communication campaigns -

- Alumni community (both as a whole and targeted subsets)
- President 'insiders'
- Volunteer Boards
- Donor Solicitations (Annual Fund, etc.)
- Project-targeted mailings

Description of major fundraising and/or alumni events -

- Corporate Partners Events
- Alumni Mentoring
- Schools/Colleges Events (Music Gala, etc.)
- Fall Lecture Fundraiser
- Commencement reception, other President-hosted events
- Small group Business-hosted events

Estimated number of emails sent per month - 4-12.

The University of Maine, School of Law is the only law school in Maine, offering the J.D. degree and a post professional LL.M. (Master of Laws) degree. As a public institution and the law school of the University of Maine System, Maine Law takes seriously its responsibilities to the State of Maine and its citizens. Students and faculty advance the economic and social well-being of Maine through extensive research, policy development, clinical programs, internships, and public interest fellowships. Graduates hold prominent leadership positions in law, government, business, and civic society. Located in the beautiful coastal city of Portland, the University of Maine, School of Law is accredited by the American Bar Association and is a charter member of the Association of American Law Schools.

Though this RFP is primarily for University of Maine, University of Southern Maine and University of Maine School of Law, all campuses in the University of Maine System must be afforded the use of this solution, with all the same terms and conditions applicable to the various University locations.

1.4 Scope and Goals

The scope of this project is to select the best possible system for Constituent Engagement Management which provides a comprehensive information management system to support alumni and fund-raising activities.

The Constituent Engagement Management solution for Advancement the University of Maine System seeks must include but need not be limited to modules or functionality in these major areas:

- Content Management
- Alumni Relations Management
- Pledge and Gift Management
- Annual Fund and Phonathon Management
- Planned Gift Management
- Event Management
- Online engagement tools which provides constituents with a central location to
- Secure well-coordinated data collection and electronic communications.
- Ability to design and manage email marketing campaigns with the University's brand standard across all communications.
- Interface with our Ellucian and Abila Solutions which host our Advancement software, in a secure manner which meets or exceeds the standards outlined in:
 - Appendix C, University of Maine System Standards for Safeguarding Information
 - Appendix D, Interface Data Exchange Requirements
- Interface with various social networking platforms; LinkedIn, Facebook, HEP, etc.

- Protection of the constituents and University’s sensitive information which meets or exceeds the standards outlined in:
 - Appendix C, University of Maine System Standards for Safeguarding Information
 - Appendix D, Interface Data Exchange Requirements

1.5 Scoring Weights and Process

Scoring Weights: The score will be based on a 100 point scale and will measure the degree to which each proposal meets the following criteria.

Section 3 - Organization Qualifications, Experience, References and Financial Stability (**20 points**)

- Includes elements addressed in Section 3 (3.1 – 3.3)

Section 3 – Cost Proposal (**30 points**)

- Includes elements addressed in Section 3 (3.4 Only)

Sections 4 & 5 – Specifications of Work to be Performed – Business (**30 points**)

- Includes all elements addressed in Section 4 & Section 5.

Section 6 – Specifications of Work to be Performed - Technical (**20 points**)

- Includes elements addressed in Section 6 (6.1 - 6.4).

Section 6 – Specifications of Work to be Performed – Technical Security (**Pass/Fail**)

- Includes elements addressed in Section 6 (6.5 only).

1.6 Scoring the Cost Proposal

The total cost proposed for conducting all the functions specified in this RFP will be assigned a score according to a mathematical formula. The lowest bid will be awarded 30 points. Proposals with higher bids values will be awarded proportionately fewer points calculated in comparison with the lowest bid.

The scoring formula is:

(Lowest submitted cost proposal / cost of proposal being scored) x (30) = pro-rated score

No Best and Final Offers: The University will not seek a best and final offer (BAFO) from any Bidder in this procurement process. All Bidders are expected to provide their best value pricing with the submission of their proposal.

1.7 Timeline of Key Events

RFP Reference Section	Event Name	Event Due Date and Time
Section 1, 1.9	Deadline for Written Communication	May 16, 2014
Section 1, 1.9	Response to Written Communication	May 23, 2014
Section 1, 1.18	Deadline for Proposal Submission	June 13, 2014
	Estimated Vendor Presentation Date (subject to change)	July 8 - 10 , 2014
	Bid Announcement (subject to change)	July 22, 2014
	Contract Negotiations (subject to change)	July 30 – August 22, 2014
	Estimated Contract Start Date (subject to change)	August 25, 2014

1.8 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:

**University of Maine System
Office of Strategic Procurement
Robinson Hall
46 University Drive
Augusta, Maine 04330
ATTN: Robin Cyr, IT Sourcing Manager**

Email: robin.cyr@maine.edu

Refer to table in **Section 1, 1.8 Timeline of Key Events** for deadline requirements.

1.9 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(s) which, in its opinion, has made the proposal that is the most responsive and most responsible and may award the Contract to that/those bidder(s). While the University prefers a single solution that is scalable to meet the needs of both large and small institutions, it reserves the right to award contract(s) to one or multiple vendors. 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.

1.10 Award Protest

Bidders may appeal the award decision by submitting a written protest to the University of Maine System's Chief Procurement Officer 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.

1.11 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 5 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.

1.12 Costs of Preparation

Bidder assumes all costs of preparation of the proposal and any presentations necessary to the proposal process.

1.13 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.

1.14 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.

1.15 Proposal Validity

Unless specified otherwise, all proposals shall be valid for ninety (90) days from the due date of the proposal.

1.16 Non-Responsive Proposals

The University will not consider non-responsive bids or proposals, i.e., those with material deficiencies, omissions, errors or inconsistencies.

1.17 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, Robinson Hall Room 132, 46 University Drive, Augusta, Maine 04330**, in a sealed envelope by **June 13, 2014**, 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.

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
June 13, 2014
RFP # 40-14

1.18 Proposal Submission Requirements

This section contains instructions for Bidders to use in preparing their proposals. The Bidder's proposal must follow the outline used below, including the numbering and section and sub-section headings as they appear here. Failure to use the outline specified in this section or to respond to all questions and instructions throughout this document may result in the proposal being disqualified as non-responsive or receiving a reduced score. The University and its evaluation team for this RFP have sole discretion to determine whether a variance from the RFP specifications should result in either disqualification or reduction in scoring of a proposal. Rephrasing of the content provided in this RFP will, at best, be

considered minimally responsive. The University seeks detailed yet succinct responses that demonstrate the Bidder's experience and ability to perform the requirements specified throughout this document.

1.18.1 Proposal Format

1.18.1.1 Proposals are to be prepared on standard 8-1/2" x 11" paper. Foldouts containing charts, spreadsheets, and oversize exhibits are permissible. The pages should be placed in a binder with tabs separating the sections of the proposal. Manuals and other reference documentation may be bound separately.

1.18.1.2 All pages should be numbered consecutively beginning with number 1 on the first page of the narrative (this does not include the cover page or table of contents pages) through to the end, including all forms and attachments. For clarity, the Bidder's name should appear on every page, including Attachments. Each Attachment must reference the section or subsection number to which it corresponds.

1.18.1.3 Bidders are asked to be brief and to respond to each question and instruction listed in the "Proposal Submission Requirements" section of this RFP. Number each response in the proposal to correspond to the relevant question or instruction of the RFP.

1.18.1.4 The following proposal elements, if applicable/requested, will not be counted as part of the maximum total number of pages allowed for the proposal: proposal cover page, table of contents, financial forms, any required attachments, appendices, or forms provided by the University in the RFP, organizational charts, job descriptions, or staff résumés.

1.18.1.5 The Bidder may not provide additional attachments beyond those specified in the RFP for the purpose of extending their response. Any material exceeding the proposal limit will not be considered in rating the proposals and will not be returned. Bidders shall not include brochures or other promotional material with their proposals. Additional materials will not be considered part of the proposal and will not be evaluated.

1.18.1.6 Include any forms provided in the application package or reproduce those forms as closely as possible. All information should be presented in the same order and format as described in the RFP.

1.18.1.7 It is the responsibility of the Bidder to provide all information requested in the RFP package at the time of submission. Failure to provide information requested in this RFP may, at the discretion of the University's evaluation review team, result in a lower rating for the incomplete sections and may result in the proposal being disqualified for consideration.

1.18.1.8 Bidders should complete and submit the proposal cover page provided in Appendix A of this RFP and provide it with the Bidder's proposal. The cover page must be the first page of the proposal package. It is important that the cover page show the specific information requested, including Bidder address(es) and other details listed. The proposal cover page shall be dated and signed by a person authorized to enter into contracts on behalf of the Bidder.

1.18.2 Proposal Contents

The proposal shall be submitted under the same cover at the same time, in the four (4) distinct sections noted below:

Section I Organization Qualifications and Experience

1. Appendix A – University of Maine System Proposal Cover Page and table of contents.
2. Provide responses for each requirement in Section 3:
 - 3.1 Organizational Qualifications and Experience
 - 3.2 Financial Stability
 - 3.3 References
3. Attach a certificate of insurance on a standard Acord form (or the equivalent) evidencing the Bidder's general liability, professional liability and any other relevant liability insurance policies that might be associated with this contract. See 2.17 Contractor's Liability Insurance.

Section II Proposed Services

1. Provide responses for each requirement in Section 4:
 - 4.0 Business Functional Requirements (Matrix Section) Exhibit 2
2. Provide responses for each requirement in Section 5:
 - 5.0 Business Functional Requirements (Narrative Section)
3. Provide responses for each requirement in Section 6:
 - 6.0 Technical Requirements

Section III Cost Proposal

1. Provide responses for each requirement in Section 3:

- 3.4 Cost Proposal
- Exhibit 1 (Table 1)
- Exhibit 1 (Table 2)
- Exhibit 1 (Table 3)
- Exhibit 1 (Table 4)

Section IV Proposal Attachments

1. Any remaining attachments required as part of the proposal.

1.19 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 Office of Strategic Procurement, Chief Procurement Officer and it is not approved, valid or effective until such written approval is granted.

Section 2

2.0 General Terms and Conditions

2.1 Contract Administration

The Office of the Chief Procurement Officer 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 two additional one 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. 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.

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:

Insurance Type Coverage limit

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

The **University of Maine System** shall be named as Additional Insured on the Commercial General Liability insurance and as additional insured and certificate holder.

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.

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

**University of Maine System
Risk Manager
16 Central Street
Bangor, Maine 04401**

2.18 Smoking Policy

The University must comply with the "Workplace Smoking Act of 1985" and M.R.S.A. title 22, § 1541 et seq "Smoking Prohibited in Public Places." In compliance with this law, the University has prohibited smoking in all University System buildings except in designated smoking areas. This rule must also apply to all contractors and workers in existing University System buildings. The Contractor shall be responsible for the implementation and enforcement of this requirement within existing buildings.

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 3

3.0 Organizational Qualifications, Experience, Financial Stability, References and Costs

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. When a description, explanation or other response is not required such as in **Section 5, paragraph 5.1.1**, a simple acknowledgement such as “UNDERSTOOD” will suffice.

3.1 Organizational Qualifications and Experience

- 3.1.1 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. Is the company publicly or privately held?
- 3.1.2 If subcontractors are to be used, provide a list that specifies the name, address, phone number, contact person, and a brief description of the subcontractors' organizational capacity and qualifications.
- 3.1.3 Please provide information about contract cancellations or non-renewals your company has experienced over the last three years.
- 3.1.4 Describe your experience offering a solution for the business requirements identified in this document within higher education. Provide a client list that includes any and all higher education clients.
- 3.1.5 Provide a statement that explains why your company would be most qualified to provide products and services to the University of Maine System. What differentiates you from your competitors?
- 3.1.6 Describe your firm's understanding of the current higher education fund raising and advancement market to address the business requirements. What challenges do higher education organizations face in this area of constituent engagement management, and how would your solution support our goals?
- 3.1.7 The Bidder shall provide resumes for each staff member responsible for design, implementation, project management, or other positions identified in the requirements of the RFP. Resumes shall include education, experience, license, and/or certifications of each individual.

- 3.1.8 Provide a statement concerning how your company provides professional graphic designers who are experts in helping colleges and universities "match" the branding of CEM tools such as online giving sites, Web sites and email templates with overall institutional branding and style guides.

3.2 Financial Stability

- 3.2.1 The Bidder shall provide with the RFP response proof of financial stability in the form of financial statements, credit ratings, a line of credit, or other financial arrangements sufficient to enable the Bidder to be capable of meeting the requirements of this RFP.

3.3 References

Finalists will be required to 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 will 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). We strongly prefer clients from higher education institutions similar in size and requirements to the University of Maine System.

3.4 Cost Proposal

3.4.1 General Instructions:

- 3.4.1.1 The Bidder must submit a cost proposal that covers the entire period of the contract, including any optional renewal periods. Please use the expected contract start date of **August 25, 2014** and an end date of **June 30, 2017** in preparing this section.
- 3.4.1.2 The cost proposal shall include the costs necessary for the Bidder to fully comply with the contract terms and conditions and RFP requirements.
- 3.4.1.3 Failure to provide the requested information and to follow the required cost proposal format provided in Appendix B may result in the exclusion of the proposal from consideration, at the discretion of the University.
- 3.4.1.4 No costs related to the preparation of the proposal for this RFP or to the negotiation of the contract with the University may be included in the proposal. Only costs to be incurred after the contract effective date that are specifically related to the implementation or operation of contracted services may be included.

3.4.2 Cost Proposal Form Instructions – Appendix B

3.4.2.1 The Bidder **MUST** fill out **Exhibit 1** referenced in **Appendix B**, following the instructions detailed in Appendix B. For a copy of the excel version of Exhibit 1 contact Robin Cyr at robin.cyr@maine.edu

Section 4

4.0 Business Functional Requirements (Matrix Section)

This section contains a business requirements evaluation matrix, refer to Exhibit 2 – CEM Requirements Evaluation Matrix, file name **#04 - RFP 40-14 - Exhibit2 - CEMBusinessRequirements-EvaluationMatrix.xls**. All responses to the requirements in the business requirements evaluation matrix **MUST** reflect one of the following Bidder responses;

- **YES** - This response indicates the Bidders' solution includes the business functionality noted in the requirement.
- **PARTIAL** – This response indicates the Bidders' solution partially includes the business functionality noted in the requirement. For this response Bidders **MUST** indicate what is included and indicate if system modification, additional products or vendors, costs or if any other accommodation would be necessary to meet a requirement.

A total cost figure for each CATEGORY in the Business Requirements Evaluation Matrix **MUST** be included in TABLE 2 of Appendix B. For tracking purposes please note Section 4.0 and the CATEGORY (Section 4.0 - Alumni Relations) in the Description column of the TABLE 2.

- **NO** – This response indicates the Bidders' solution does NOT include the business functionality noted in the requirement. For this response Bidders **MUST** indicate, if system modification, additional products or vendors, costs or if any other accommodation would be necessary to meet a requirement.

A total cost figure for each CATEGORY in the Business Requirements Evaluation Matrix **MUST** be included in TABLE 2 of Appendix B. For tracking purposes please note Section 4.0 and the CATEGORY (Section 4.0 - Alumni Relations) in the Description column of the TABLE 2.

For a copy of the excel version of Exhibit 1 contact Robin Cyr at robin.cyr@maine.edu

Section 5

5.0 Business Functional Requirements (Narrative Section)

All responses to the requirements should reflect delivered, or out-of-the-box, functionality. Bidders **MUST** indicate if system modification, additional products or vendors, costs or if any other accommodation would be necessary to meet a requirement.

Responses to each requirements below should be in order and clearly marked with the section number to which they respond. When a description, explanation or other response is not required such as **Section 5, paragraph 5.1.1** a simple acknowledgement such as **"UNDERSTOOD"** will suffice.

5.1 Multi-Institution Capabilities

5.1.1 Though this RFP is primarily for University of Maine, University of Southern Maine and University of Maine School of Law, all campuses in the University of Maine System must be afforded the use of this solution, with all the same terms and conditions applicable to the various University locations.

5.1.2 The University of Maine System consists of seven unique institutions throughout the state, as well as the Maine Law School. We employ numerous software applications to support our diverse business needs. In some cases those solutions are unique to a department or institution; in other cases all campuses operate in the same database instance. Our student information system is one example of an enterprise system where all institutions operate in a single database with security in place to control access to information.

While we are a University System, our institutions are unique in location, academic offerings, service to students and alumni, and fundraising efforts. Any solution that would support all institutions in a single instance must have configurable security such that staff at each institution may only see and take action on records related to their institution.

Related to this, our seven institutions operate in Advance within what is known as a Multi-Location Processing (MLP) environment where the data is structured and secured by campus. The Maine Law School uses Abila for their fundraising database. This must also be considered since data will need to flow between each fundraising database (Advance and Abila) and the CEM solution. See Appendix D for more details.

5.2 General Requirements

5.2.1 How, if at all, does your company share best practices among client universities?

5.2.2 How many colleges and universities are you supporting in terms of fundraising and alumni relations (advancement specific) activities? To

what extent are you working with public universities to support their fundraising and alumni relations activities?

- 5.2.3 Describe how your solution enhances peer to peer engagement among alumni and other constituents to help colleges and universities reach their fundraising goals.
- 5.2.4 Describe how your solution engages alumni and friends around typical higher education activities such as annual giving and reunion giving.
- 5.2.5 What "canned" reports are available from your solution to help our university measure increased engagement among constituents? What other partners (such as Google Analytics) do you promote?
- 5.2.6 How will your solution assist us with analyzing constituent behavior in terms of geographic differences, demographic differences (age), gender differences, etc. so that we can fine tune our engagement approaches to be more successful?
- 5.2.7 Is your company actively aggregating data so that it can share industry trends related to Advancement in higher education?

5.3 Implementation Requirements

- 5.3.1 Describe your recommended implementation strategy, best practice consulting options, and professional services. The University of Maine System 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.
- 5.3.2 Describe your project management approach. What project management tools do you use? Describe the project management offered as part of a standard implementation.
- 5.3.3 Indicate your timeline from implementation start to "go live" date. Provide task lists and timelines for a standard implementation.
- 5.3.4 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.
- 5.3.5 Implementation roles and responsibilities - Please elaborate on the project team required and time commitment to implement your software including functional and technical resources within the University. A sample project plan would be helpful.
- 5.3.6 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.

5.4 Training Requirements

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

5.5 Support Requirements

- 5.5.1 Is there a customer portal available for clients to report issues and obtain information via a knowledge base? What is the process for reporting issues and seeking assistance? What are your turn-around times?
- 5.5.2 Do you support user groups or advisory boards for the proposed solution? Do they operate independently from your company? Are they national or regional? How large is the user community? Please explain.
- 5.5.3 What services or events do you offer clients to maximize or leverage the features/functionality of the solution?
- 5.5.4 Describe how you manage on-going contact with your clients. Would the University of Maine System be assigned an account manager? What expertise would that person have to support our needs?
- 5.5.5 Please provide a detailed account of your actions should you miss an SLA. Include a description of the actions you would take to assure the lapse did not occur again. Would the University of Maine System be eligible for subscription fee credits as a result of the lapse?
- 5.5.6 How do you obtain and prioritize feedback for changes or enhancements to your solution? (i.e. user groups, customer service, company representatives, etc.) To what degree do you rely on developers outside your organization to stay on top/ahead of the quickly changing technology field and what types of contributions are they able to make?

Section 6

6.0 Technical Requirements

All responses to the requirements should reflect delivered, or out-of-the-box, functionality. Bidders **MUST** indicate if system modification, additional products or vendors, costs or if any other accommodation would be necessary to meet a requirement.

Responses to each requirements below should be in order and clearly marked with the section number to which they respond. When a description, explanation or other response is not required such as **Section 5, paragraph 5.1.1** above, a simple acknowledgement such as "**UNDERSTOOD**" will suffice.

6.1 Technical Requirements – General

- 6.1.1 What are the underlying technologies for the component(s) provided by third-party technology partner(s)?
- 6.1.2 What security protections are provided by the third party? Can they show evidence that they have been audited, accredited, or reviewed by an independent auditor?
- 6.1.3 Provide the third-party technology partner(s) name(s), address(es) and contact(s), as well as explain additional costs or fees associated with the components.
- 6.1.4 Provide a description of your change management practice. In particular, how are we notified of changes in the software and are updates and upgrades opt-in or mandatory?
- 6.1.5 Provide a description of your business continuity management practice. Is the software deployed in multiple sites (data centers), how often is data synchronized between the data centers and how long of an outage would there be if we had to switch to another site?
- 6.1.6 Include a description of the provisions available for data storage. In the description please clarify the data ownership rights and responsibilities of the parties and provisions for the University obtaining the data if required?
- 6.1.7 The University of Maine System consists of seven unique institutions throughout the state, as well as the Maine Law School. We employ numerous software applications to support our diverse business needs. In some cases those solutions are unique to a department or institution; in other cases all campuses operate in the same database instance. Our student information system is one example of an enterprise system where all institutions operate in a single database with security in place to control access to information.

While we are a University System, our institutions are unique in location, academic offerings, service to students and alumni, and fundraising efforts. Any solution that would support all institutions in a single instance must

have configurable security such that staff at each institution may only see and take action on records related to their institution.

Related to this, our seven institutions operate in Advance within what is known as a Multi-Location Processing (MLP) environment where the data is structured and secured by campus. The Maine Law School uses Abila for their fundraising database. This must also be considered since data will need to flow between each fundraising database (Advance and Abila) and the CEM solution. See Appendix D for more details.

Whether through physical segregation, role based security, or separate databases, describe how your solution supports the need for divisions/departments and/or campuses to control & protect access to their data. Also describe the ways in which this structure would facilitate the transfer of data between our fundraising databases and the CEM.

6.2 Technical Requirements – Data

- 6.2.1 Does your company provide full data hygiene, including comparing several data sources, removal of duplicate records, formatting, programming and providing follow-up response data in formats approved by our institution for importing into our systems?
- 6.2.2 We require policies and procedures which insure the integrity of University of Maine System data in case of system failure. Explain your backup and disaster recovery policies.
- 6.2.3 Does your company provide full data hygiene, including comparing several data sources, removal of duplicate records, formatting, programming and providing follow-up response data in formats approved by our institution for importing into our systems?
- 6.2.4 Does your solution have the ability to schedule import/exports?

6.3 Technical Requirements – Interface Data Exchange

- 6.3.1 Include a statement that the solution proposed will comply with the high-level Interface Data Exchange Requirements, outlined in **Appendix D – Interface Data Exchange Requirements** contained within this document. The statement will include language that indicates there is an understanding that the Interface Data Exchange may require additional requirement definition and that the solution proposed considers this task and the resulting work in scope.
- 6.3.2 Detail what security protections for the Interface Data Exchange are afforded by the solution proposed?
- 6.3.3 Does your solution support needs for sharing and linking data with other applications and databases?

- 6.3.4 Does your solution allow easy integration with other applications including desktop tools (i.e. Microsoft Office Professional Suite (Word, Excel, PowerPoint, Access Data set)?
- 6.3.5 Does your system provide for auto/mass load of new records (including ID records), matching on IDs where necessary (non ID records) to obtain data from external sources? Users MUST be able to perform the load, preview it online, and set additional rules before committing it to the database. It is preferable that a wizard or other user aid be available for this purpose. Some "uploads" may be updating existing records.
- 6.3.6 Does your solution support the requirements outlined in the University of Maine System, System Standards for Safeguarding Information? Refer to: Request for Proposal, Appendix C.

Supplemental Documentation (Security) -> If your solution does not comply with all of the standards you will need to provide documentation as to the deficiencies, ability to remedy them, and timeline for remediation."

6.4 Technical Requirements – Accessibility

- 6.4.1 Explain how your product provides the highest degree of accessibility to all users, including users who may have an impairment or disability. Describe the product's capacity to interface with peripherals, software and assistive technologies used by students, teachers and others with visual, hearing, mobility, communication and/or cognitive impairments. The University of Maine System policy on accessibility may be reviewed here: <http://www.maine.edu/wp-content/uploads/2013/11/IV-A-Accessibility-of-Prog-Serv-and-fac.pdf>

6.5 Technical Requirements – Security

- 6.5.1 Describe how University data will be protected from unauthorized access or disclosure within your organization.
 - 6.5.1.1 What type of encryption (if any) is used for both transmission and storage?
 - 6.5.1.2 What measures are used to segregate University data from other clients' data?
 - 6.5.1.3 Describe the architecture including any external data feeds or outputs.
 - 6.5.1.4 Provide a statement that clearly lays out your position regarding the sharing of our data with any outside agency.
- 6.5.2 Explain the methods by which your system authenticates users and authorizes access.
 - 6.5.2.1 Describe how user accounts are created and administered in the system.

- 6.5.2.2 How does this system provide for different levels of role-based security?
 - 6.5.2.3 Do you plan to offer a solution to integrate with our Identity Management System? If so, describe how you deliver this solution.
 - 6.5.2.4 If your solution is not web-based, how will users securely access the system remotely?
 - 6.5.2.5 Describe the logging capabilities of the system (auditing from within the applications as well as outside the application).
- 6.5.3 Describe what you have in place to ensure that our data is protected against loss.
- 6.5.3.1 What is your backup policy to include how often your data is backed up, how long backups are retained, and whether backups are stored off site?
 - 6.5.3.2 How do you assure business continuity in the face of a catastrophic event like a network outage or data center failure? Comment on what we could expect by way of service disruptions and the speed of recovery.
- 6.5.4 Describe measures that do take to ensure your software is secure.
- 6.5.4.1 Is there a framework or methodology for testing software?
 - 6.5.4.2 Describe your code review process to include whether the code reviews are external, when last performed, and whether we can see the results.
 - 6.5.4.3 If a web application, what protections do you employ against the most critical web security flaws including: SQL injection, XSS, Broken authentication and session management?
- 6.5.5 Describe your information security policy and practices.
- 6.5.5.1 What measures including training, processes, and/or background checks do you take to ensure employees will safeguard data?
- 6.5.6 Can you show evidence that you have been audited, accredited or reviewed by an independent auditor, e.g. SSAE-16? If so, please include the documentation as part of your submission.
- 6.5.7 What third-party technology partners will be used and what security protections are provided by the partners? Include any evidence that they have been audited, accredited, or reviewed by an independent auditor?
- 6.5.8 Include a statement that notes your acceptance to the conditions stated in Appendix C, Standards for Safeguarding Information, as part of the agreement.

Section 7

7.0 List of Appendices and Related Documents

This section lists documents which are included in the RFP.

7.1 Appendix A – University of Maine System Proposal Cover Page

7.2 Appendix B – Cost Proposal Form

7.3 Appendix C – University of Maine System Standards for Safeguarding Information

7.4 Appendix D – Interface Data Exchange Requirements

7.5 Exhibit 1 – Tables 1, 2, 3, 4

7.6 Exhibit 2 - CEMBusinessRequirements-EvaluationMatrix.xls

Section 8

8.0 APPENDICES

Appendix A - University of Maine System Proposal Cover Page

University of Maine System
PROPOSAL COVER PAGE

RFP # 40-14
(Constituent Engagement Management Solution)

Bidder's Organization Name:		
Chief Executive - Name/Title:		
Tel:	Fax:	E-mail:
Headquarters Street Address:		
Headquarters City/State/Zip:		
<i>(provide information requested below if different from above)</i>		
Lead Point of Contact for Proposal - Name/Title:		
Tel:	Fax:	E-mail:
Street Address:		
City/State/Zip:		

Proposed Cost:	
<i>The proposed cost listed above is for reference purposes only, not evaluation purposes. In the event that the cost noted above does not match the Bidder's detailed cost proposal documents, then the information on the cost proposal documents will take precedence.</i>	

- This proposal and the pricing structure contained herein will remain firm for a period of 180 days from the date and time of the bid opening.
- No personnel currently employed by the University or any other University agency participated, either directly or indirectly, in any activities relating to the preparation of the Bidder's proposal.
- No attempt has been made or will be made by the Bidder to induce any other person or firm to submit or not to submit a proposal.
- The undersigned is authorized to enter into contractual obligations on behalf of the above-named organization.

To the best of my knowledge all information provided in the enclosed proposal, both programmatic and financial, is complete and accurate at the time of submission.

Authorized Signature

Date

Name and Title (Typed)

Appendix B - Cost Proposal Form

University of Maine System COST PROPOSAL FORM

RFP # 40-14 (Constituent Engagement Management Solution)

Bidder's Organization Name:

GENERAL INSTRUCTIONS:

Identify all costs by year, for three years, to be charged for performing the services necessary to accomplish the objectives of the contract.

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.

Indicate all options available for licensing including (if applicable) named licenses, concurrent users, unlimited, etc. Make note of any multi-campus or other discounts as appropriate.

The Bidder is to submit a fully detailed budget, to include number of estimated hours and their associated hourly rate which shall be inclusive of staff costs, administrative costs, travel costs, and any other expenses necessary to accomplish the tasks and to produce the deliverables under the contract.

This budget should include pricing for any customization, change request pricing, licensing and maintenance agreement pricing, and growth and enhancement pricing.

IMPORTANT – Please do NOT change any formatting on the response sheet in any manner (such as merged cells). You can add rows required to insert additional information. If a particular cost table is not required as part of your proposal simply leave it blank.

INSTRUCTIONS FOR – Exhibit 1 (Table 1) - Licensing and Maintenance Agreement Pricing and/or Data Maintenance / Subscription Pricing

The University needs to understand the associated lifecycle costs for your proposed system or service. For solution proposals that leverage the University’s existing hardware and software investments, the Bidder must provide which licenses and maintenance agreements the University needs to maintain. For solution proposals that do not leverage the University’s existing hardware and software investments, the Bidder must provide what additional equipment, licenses, and maintenance agreements we would need to purchase.

Bidder’s Organization Name – Provide the Bidder’s Organization Name.

Item Description Provide a brief description of each item, including whether it is a hardware or software investment, the University will need purchase or maintain in order to use your proposed system or service both during and after the period of performance period listed in this RFP.

Period of Coverage is the time period the licensing and maintenance is in effect. For some items, there may be a period of coverage during the contract with separate renewal periods (e.g., annual) that follow project completion. Please list all associated periods of coverage.

Cost All licensing and maintenance agreement pricing should include rates during the contract period, and anticipated future rates.

Exhibit 1 (Table 1) –Bidders will use this attachment, specifically Table 1 to record all costs associated with this section.

For a copy of the excel version of Exhibit 1 contact Robin Cyr at robin.cyr@maine.edu

TABLE 1

#	Item Description	Initial Cost	Licensing Maintenance Schedule			Total Cost
			Year 1 Cost	Year 2 Cost	Year 3 Cost	
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
	Total					\$
Include additional explanation of costs and list assumptions that could influence the cost of licensing and maintenance pricing.						
List explanations and assumptions here:						
•						

INSTRUCTIONS FOR - Exhibit 1 (Table 2) - Pricing for Custom Features Deliverables

- Your list of deliverables should trace back to the objectives and requirements listed in Sections 3, 4 and 5. Where a requirement is addressed by your product or service without customization, indicate that under the Explanation and reference the Licensing and Maintenance schedule above.
- Total compensation for services rendered and deliverables shall include any hourly billing rate and all expected related expenses, both actual and administrative.
- Costs for subcontractors are to be broken out separately.

Bidder’s Organization Name – Provide the Bidder’s Organization Name.

Exhibit 1 (Table 2) –Bidders will use this attachment, specifically Table 2 to record all costs associated with this section.

For a copy of the excel version of Exhibit 1 contact Robin Cyr at robin.cyr@maine.edu

TABLE 2

#	Deliverable	Explanation	Est. Hours	Hourly Rate	Total Compensation
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
	Total				\$
Include additional explanation of costs and list assumptions that could influence the pricing for custom features.					
List explanations and assumptions here:					
•					

INSTRUCTIONS FOR - Exhibit 1 (Table 3) - Change Request Pricing

The University has a formal change request and change request documentation process to manage changes to project baselines (e.g., contractual, requirements, and design). The change request process requires the University to evaluate costs associated with change request. Therefore, we need to know what the University will be charged for making changes to the project baselines.

Bidder’s Organization Name – Provide the Bidder’s Organization Name.

Name/Role if Individual Depending on the nature of the change request, different individuals will be responsible for making the change. List the name or role of individuals from you organization that would be responsible for making changes.

Hourly Rate is the hourly dollar amount that may be invoiced as a result of making the approved change. Change Requests will require prior written approval from the University Project Manager or Project Sponsor. You shall warranty your work for a period of ninety (90) days from date of University’s acceptance.

Exhibit 1 (Table 3) –Bidders will use this attachment, specifically Table 3 to record all costs associated with this section.

For a copy of the excel version of Exhibit 1 contact Robin Cyr at robin.cyr@maine.edu

TABLE 3

#	Name/Role of Individual	Hourly Rate
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
Include additional explanation of costs and list assumptions that could influence the cost of change request pricing.		
List explanations and assumptions here;		
•		

INSTRUCTIONS FOR - Exhibit 1 (Table 4) - Growth and Enhancement Pricing

Growth and Enhancements are products or services not included in the baseline pricing that we may want to purchase at a later date. These may vary by vendor response. There is no penalty for not completing this section.

Bidder’s Organization Name – Provide the Bidder’s Organization Name.

Item Description Provide a brief description of your product or service.

Cost Provide the total cost of your product or service, including licensing and maintenance agreement pricing.

Exhibit 1 (Table 4) –Bidders will use this attachment, specifically Table 4 to record all costs associated with this section.

For a copy of the excel version of Exhibit 1 contact Robin Cyr at robin.cyr@maine.edu

TABLE 4

#	Item Description	Year 1 Cost	Year 2 Cost	Year 3 Cost
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
Include additional explanation of costs and list assumptions that could influence the cost of growth and enhancement pricing.				
List explanations and assumptions here				
<ul style="list-style-type: none"> • 				

Appendix C - 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.), Driver's 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 2 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.
- E. Contractor shall use strong encryption and certificate-based authentication on any server hosting on-line and e-commerce transactions with the University to ensure the confidentiality and non-repudiation of the transaction while crossing networks.
- F. The installation or modification of software on systems containing University Compliant Data or Business Sensitive Information shall be subject to formal change management procedures and segregation of duties requirements.
- G. Contractor who hosts University Compliant Data or Business Sensitive Information shall engage an independent third-party auditor to evaluate the information security controls not less than every two (2) years. Such evaluations shall be made available to the University upon request.

13. If the Contractor provides system development, Compliant Data or Business Sensitive Information shall not be used in the development or test environments. Records that contain these types of data elements may be used if that data is first de-identified, masked or altered so that the original value is not recoverable. For programs that process University data, initial implementation as well as applied updates and modifications must be produced from specifically authorized and trusted program source libraries and personnel. Contractor shall provide documentation of a risk assessment of new system development or changes to a system.

UNIVERSITY

Signature: _____ Date: _____

Printed Name: _____ Title: _____

Address: _____

CONTRACTOR

Signature: _____ Date: _____

Printed Name: _____ Title: _____

Address: _____

Appendix D - Interface Data Exchange Requirements

The following provides a high-level overview of our current implementation of a Constituent Engagement Management product. In addition to the narrative there is a diagram included which provides a visual of the current implementation of the data exchange.

This overview is intended for informational clarification only and does not provide complete technical or business requirements for the solution.

Basic Principles:

- Database of Record (DoR) – Is the University’s data repository and single source of record supporting our enterprise level informational needs, such as,
 - Ability to leverage institutional data quickly to develop and prioritize strategies and goals.
 - Ability to perform complex business analytics such as trend analysis and forecasting.
 - Ability to provide decision makers with the business intelligence they need for informed strategic planning.

Currently the DoR is housed within the University’s Advancement solutions, Ellucian Advance and Abila.

- Constituent Engagement Management (CEM) – Is the University’s auxiliary system which provides a strong web presence to support constituent access needs. Refer to Purpose, Scope and Goals, and Business and Technical Requirements sections of the RFP for more detail.

Data Exchange Between DoR and CEM:

- It is anticipated that there will be a two-way data exchange between these systems daily.
 - DoR will supply CEM with record updates and new record information.
 - CEM will supply DoR with information updates required to ensure DoR is the single source of record.
- Giving data is required to integrate with the University’s payment processing system, and allow for easy entry of completed transactions into the DoR. This will facilitate the University’s requirements for financial reconciliation between the DoR, Payment Processor and CEM.
- Data that is only needed for CEM functions in the short term will be stored only in the CEM.
- CEM acts as a subset of the DOR structure, with the data shared between the databases stored and organized in the same manner.
- CEM is the reporting source for internal data that is not being passed back to DoR or data that only needs to be analyzed at the CEM level.

Other UMS Data:

- Information from other campus communities (athletics, arts centers, etc.) goes into DoR before use by CEM.

- New alumni (i.e. graduates) flow from student system to DoR before it is available in the CEM.
- Staff updates, whether from personal contact, or individuals contacting the office goes into DoR to be passed to the CEM.
- New records are not created directly in the CEM, data entry staff will generally not need to change data in the CEM.

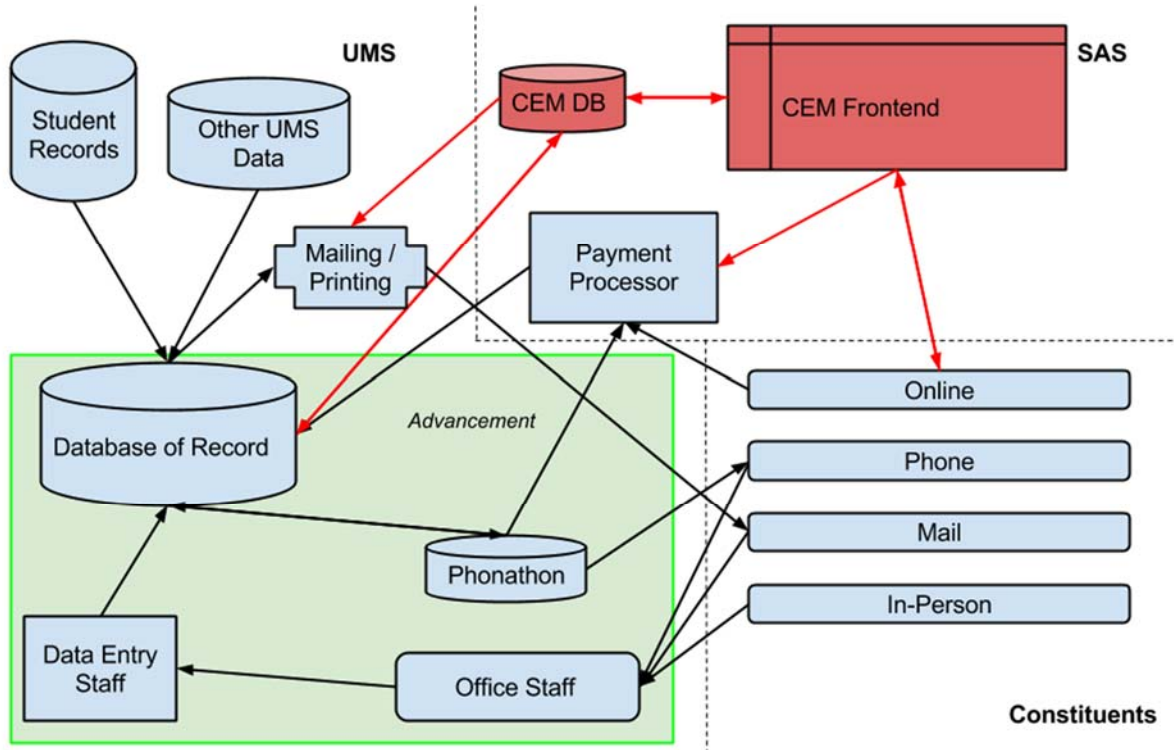


EXHIBIT 1 - (TABLE 1)

Licensing Maintenance Schedule and/or Data Maintenance / Subscription Pricing

Bidders Name:						
#	Item Description	Initial Cost	Licensing Maintenance Schedule			Total Cost
			Year 1 Cost	Year 2 Cost	Year 3 Cost	
	University Name: University of Maine (Umaine)					
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
	Total					\$
Include additional explanation of costs and list assumptions that could influence the cost of licensing and maintenance pricing.						
List explanations and assumptions here:						
	-					
	-					
	-					
	-					
	-					
	-					
	-					
#	Item Description	Initial Cost	Year 1 Cost	Year 2 Cost	Year 3 Cost	Total Cost
	University Name: University of Southern Maine (USM)					
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
	Total					\$

EXHIBIT 1 - TABLE 3
Change Request Pricing

Bidders Name:		
#	Name / Role of Individual	Hourly Rate
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
	Include additional explanation of costs and list assumptions that could influence the cost of change request pricing.	
	List explanations and assumptions here;	
	-	
	-	
	-	
	-	
	-	

Exhibit 2 - CEM Requirements Evaluation Matrix

#	Category	Requirement Description	Bidder Response (enter one) Yes Partial No	If PARTIAL please explain.
1	Alumni Relations	Does your solution provide the ability to have a user opt-out of being published in the online directory and choose what fields will be displayed?		
2	Alumni Relations	Does your solution provide the ability for a constituent to add class notes online?		
3	Alumni Relations	Does your solution provide the ability to integrate with social networking si.e. (i.e. user can login through Facebook, LinkedIn, etc.)?		
4	Alumni Relations	Does your solution provide the ability for a constituent to share his/her engagement such as attendance at an event or recent gift activity via social networking?		
5	Alumni Relations	Does your solution provide the ability to associate constituent photos to records and events?		
6	Alumni Relations	Does your solution provide the ability to specify what fields are included in the directory search?		
7	Alumni Relations	Does your solution provide the ability to support customizable search interfaces based on end-user requirements?		
8	Alumni Relations	Does your solution provide the ability to support chapters/clubs and regional activities?		
9	Alumni Relations	Does your solution have multiple search interfaces that can be customi.e. to include different fields to search against?		
10	Alumni Relations	Does your solution provide the ability to support alumni mentoring programs (for current students)?		
11	Alumni Relations	Does your system support maintaining all of the degree-related information for each individual, including the school from which the degree was obtained, type of degree, area of study, honors, and date the degree was conferred?		
12	Alumni Relations	Does your solution provide the ability to support membership based programs?		
13	Alumni Relations	Does your solution provide the ability to support unlimi.e. committee assignment?		

Exhibit 2 - CEM Requirements Evaluation Matrix

#	Category	Requirement Description	Bidder Response (enter one) Yes Partial No	If PARTIAL please explain.
14	Online Giving Site	Does your solution provide the ability to directly link a gift or ple.g. recei.e. to the correct solicitation?		
15	Online Giving Site	Does your solution provide a way to “promote” (not just accommodate) recurring giving by listing benefits to the University and the donor (recurring gifts are far more cost effective because they eliminate the need to reacquire donors every year through print and phone appeals)?		
16	Online Giving Site	Does your solution provide a way to elicit donor feedback during the.g.ving process, i.e. what or who inspi.e. a gift?		
17	Online Giving Site	Does your solution provide a way to use pre-populated forms and verify information for those making a gift (i.e. one who is already a member of a community can “log in” and be asked to verify/update info in prefilled fields? Right now, for example, we are not logging new email addresses or phone numbers in our Touchnet store and so we are unable to call as many donors as we’d like to do as part of our new donor “welcome” plan?		
18	Online Giving Site	Does your solution provide the ability to allow for realtime credit card processing with configurable confirmation (thankyou/confirmation/landing page)?		
19	Online Giving Site	Does your solution provide the ability to can handle.g.fts in perpetuity or recurring gifts?		
20	Online Giving Site	Does your solution have an integrated email tool to enable easy email promotion of giving opportunities?		
21	Online Giving Site	Support for hyperlinks in email that return the recipient to the Online.g.ving form with certain constituent data pre-populated?		
22	Online Giving Site	Does your solution provide a responsive Design support for Online Giving forms?		
23	Online Giving Site	Does your solution provide the ability to integrate with matching gift program (HEP Development)?		

Exhibit 2 - CEM Requirements Evaluation Matrix

#	Category	Requirement Description	Bidder Response (enter one) Yes Partial No	If PARTIAL please explain.
24	Online Giving Site	Does your solution provide the ability to handle tribute or memorial gifts?		
25	Online Giving Site	Support for online gifts to be made during an event registration? Event revenue and the online gift revenue are treated as separate transactions, for both reporting purposes and for which Internet Merchant Accounts the funds are sent to.		
26	Online Giving Site	Does your solution provide the ability to create and manage donation forms and fields without vendor assistance?		
27	Online Giving Site	Does your solution provide the ability to split the .g.ft into multiple designations?		
28	Online Giving Site	Does your solution provide the ability to support appeal codes that are tracked in the gift record & reporting?		
29	Online Giving Site	Does your solution provide a user-friendly and flexible interface for online.g.ving that is comparable with what our donors experience elsewhere? In particular we seek to integrate the online.g.ving site with appeals, event invitations, etc. and to be able to share information with donors about recognition opportunities and to inquire about why they are making a gift and even who (in the case of volunteer involvement) solicited the gift?		
30	Online Giving Site	Does your solution provide Does your solution provide the ability to tailor the online.g.ving site to support distinct interests of our donors, including but not limited to the accommodation of the diverse interests of parents supporting a 4-H Camp, a football fan, and a loyal alumnus from the College of engineering? A "one size fits all" approach is not as effective or compelling		

Exhibit 2 - CEM Requirements Evaluation Matrix

#	Category	Requirement Description	Bidder Response (enter one) Yes Partial No	If PARTIAL please explain.
31	Online Giving Site	Does your solution provide the ability to personalize the si.e. when possible to correspond to particular fundraising efforts (such as a one-day “push” around Maine Day that includes social media integration)?		
32	Online Giving Site	Does your solution provide a way to enhance our online.g.ving site with donor testimonials, links to social media, links to events, information about our donor recognition programs etc.?		
33	Online Giving Site	Does your solution provide the ability to allow for anonymous donors and allow multiple levels of anonymity?		
34	Online Giving Site	Does your solution have the capacity to link to text documents?		
35	Online Giving Site	Does your solution provide the ability to generate audit trails for online activity?		
36	Content Management	Does your solution provide tools (such as canned reports company experti.e. and sharing of best practi.e. from other universities) that will help us develop affinity scoring within Advance; to allow us to utilize affinity scoring and wealth scoring to determine best prospects for major giving?		
37	Content Management	Does your solution supply user-definable and user-maintainable tables of codes used throughout the system?		
38	Content Management	Does your solution provide a mobile-friendly (adaptive design) online.g.ving solution, web si.e. email invitation/solicitation, event solution?		
39	Content Management	Does your solution utilize system controls to ensure data entered by central and distributed users is accurate?		
40	Content Management	Does your solution provide resources like an online alumni directory and class notes to serve as an important content resource to attract constituents?		

Exhibit 2 - CEM Requirements Evaluation Matrix

#	Category	Requirement Description	Bidder Response (enter one) Yes Partial No	If PARTIAL please explain.
41	Content Management	Does your solution provide solution use best practice. to ensure the directory is password protected for privacy purposes, to avoid phishing, spam, etc.?		
42	Content Management	Does your solution provide the ability to undo (i.e., formatting, delete, copy/paste, etc.)?		
43	Content Management	Does your solution provide timestamps on constituent data changes? Can we extract recently changed data?		
44	Content Management	Does your solution provide WYSIWYG (What You See Is What You Get) editor?		
45	Content Management	Does your solution provide the ability to create custom URLs/hyperlinks?		
46	Content Management	Does your solution provide the ability to support Web Analytics (i.e. Google Analytics)?		
47	Content Management	Does your solution provide the ability to upload/store/manage images in Content Management System (CMS) Folder structure?		
48	Content Management	Does your solution provide a sitemap tool for administrators to aid in navigation?		
49	Content Management	Does your solution provide the ability to display of sitemap in a page for end users to aid in navigation?		
50	Content Management	Does your solution provide the ability to support flexible CMS Roles and Permissions?		
51	Content Management	Does your solution provide interactive processing, allowing updates to be immediately reflected across the entire Content Management System?		
52	Content Management	Does your solution provide the ability to set content to display at a future date?		

Exhibit 2 - CEM Requirements Evaluation Matrix

#	Category	Requirement Description	Bidder Response (enter one) Yes Partial No	If PARTIAL please explain.
53	Content Management	Does your solution provide easy to use system that does not require vendor support to edit or add new sections/pages?		
54	Content Management	Does your solution provide the ability to share data and fi.e. stored within the solution?		
55	Content Management	Does your solution provide the ability to collaborate with staff members that are telecommuting or otherwise away from a facility?		
56	Content Management	Does your solution provide the ability to recover or revert to prior versions?		
57	Content Management	Does your solution provide the ability for administrators to control the creation of collaboration si.e. at the individual user level?		
58	Content Management	Is your solution capable of managing 70,000+ constituents to begin with, and expandable to three to five ti.e. that number over time?		
59	Content Management	Does your solution provide the ability to override all of the automatic functions to address the exception?		
60	Content Management	Does your solution allow alternative methods of entry of information (e.g. optical scanning, bar code reading, web forms, "batch" entry, etc.)?		
61	Content Management	Does your solution provide the ability to support RSS Feeds from remote si.e. (to channel existing university news feeds from central marketing into CEM solutions such as Web site)?		
62	Content Management	Does your solution provide the ability to search based on Content?		
63	Content Management	Does your solution provide the ability to search based on Sender and/or Recipient?		
64	Content Management	Does your solution provide the ability to search based on date range?		

Exhibit 2 - CEM Requirements Evaluation Matrix

#	Category	Requirement Description	Bidder Response (enter one) Yes Partial No	If PARTIAL please explain.
65	Content Management	Does your solution provide the ability to have multiple individuals work on common fi.e. at the same time from different or separate work location?		
66	Content Management	Does your solution provide the ability to maintain version control (i?e?, who, when, what)?		
67	Content Management	Does your solution support unlimi.e. addresses per constituent?		
68	Content Management	Does your solution provide the ability for the University system users to suport and manage a business glossary for display on the websi.e. The.g.ossary would be used to describe for example the type of gifts accepted by the University?		
69	Content Management	Does your solution maintain uploaded donor documents that can be easily accessed for review?		
70	Content Management	Does your solution use a zip code table to fill in city, state with Does your solution provide the ability to turn off and/or override for multiple towns in same zip?		
71	Content Management	Does your solution provide the ability for users to track changes on shared or common fi.e. with Does your solution provide the ability to review change information?		
72	Communication Mgmt	Does your solution create a contact record automatically (on demand) from e-mail in or out?		
73	Communication Mgmt	Does your solution provide a way to develop, organi.e. and repurpose content (photographs, stories, etc.) in a multi-user environment that represents an improvement over Google drive so that, for example, we can track when certain communications are sent (or to be sent)?		
74	Communication Mgmt	Does your solution provide an integrated tool that will facilitate collaboration among fundraising partners (such as alumni associations and foundations) on individual campuses?		

Exhibit 2 - CEM Requirements Evaluation Matrix

#	Category	Requirement Description	Bidder Response (enter one) Yes Partial No	If PARTIAL please explain.
75	Communication Mgmt	Does your solution provide a user-friendly environment for rolling out improvements, in particular alerting users of technology issues and support windows?		
76	Communication Mgmt	Does your solution provide the ability to focus on storage/re-use of content within a single solution "dashboard" so that we are not constantly reinventing the wheel with Web pages, giving pages, online communication, etc.		
77	Communication Mgmt	Does your solution provide a way to eliminate point solutions which can translate into cumbersome contracts, multiple logins/passwords, increased security risks, donor confusion/fatigue etc.		
78	Communication Mgmt	Does your solution provide the ability to create, manage and share email templates?		
79	Communication Mgmt	Does your solution provide the ability to create, manage and share email lists?		
80	Communication Mgmt	Does your solution provide the ability to create, manage and share custom lists for future use?		
81	Communication Mgmt	Does your solution provide the ability to use a "CREATE LIKE" i.e. function to assist users in recipient list management?		
82	Communication Mgmt	Does your solution provide the ability to query and extract information from the database to create recipient list(s)? Query capabilities will provide for user specified criteria, such as donor or activity type.		
83	Communication Mgmt	Does your solution provide the ability to create, save as a template and manage both HTML and text emails?		
84	Communication Mgmt	Does your solution provide the ability to remove duplicate email addresses across multiple lists?		

Exhibit 2 - CEM Requirements Evaluation Matrix

#	Category	Requirement Description	Bidder Response (enter one) Yes Partial No	If PARTIAL please explain.
85	Communication Mgmt	Does your solution provide the ability to support an upload of email addresses from a separate recipient list, for example a csv fi.e. and provide the ability will be restricted based on user roles?		
86	Communication Mgmt	Does your solution provide the ability to personalize email or email subject line based upon giving history, interests or other donor profile information?		
87	Communication Mgmt	Does your solution provide the ability to image uploads, management & manipulation?		
88	Communication Mgmt	Does your solution provide the ability to permit the use of hyperlinks in email that return the recipient to a user defi.e. online form (Online.g.ving, Event Registration, etc.) and provide for the pre-population of recipient information as requi.e. by that form?		
89	Communication Mgmt	Does your solution provide the ability to permit users to specify the sender/reply-to addresses?		
90	Communication Mgmt	Does your solution provide the ability to carbon-copy and blind-carbon-copy University staff on communications, as required?		
91	Communication Mgmt	Does your solution support and manage unlimi.e. email sends?		
92	Communication Mgmt	Does your solution provide mobile-ready email templates to be used through-out the solution, in particular the online.g.ving si.e. email communications, etc.? Mobile-ready should include devices, such as but not limi.e. to iPADs, iPhones, etc.		
93	Communication Mgmt	Does your solution provide the ability to perform basic email functionality, including send, recei.e. format and attachments?		
94	Communication Mgmt	Does your solution provide the ability to seach user defi.e. email groups based on search criteria?		
95	Communication Mgmt	Does your solution provide the ability to define rules for email handling?		

Exhibit 2 - CEM Requirements Evaluation Matrix

#	Category	Requirement Description	Bidder Response (enter one) Yes Partial No	If PARTIAL please explain.
96	Communication Mgmt	Does your solution provide the ability to add both personal signatures and notes?		
97	Communication Mgmt	Does your solution provide the ability to push contact lists and web links to mobile devices?		
98	Communication Mgmt	Does your solution provide the ability to retain email and provide a user-friendly interface for past email with the ability to repurpose design?		
99	Communication Mgmt	Does your solution provide the ability to copy, move, export and store information to desktop or local storage?		
100	Communication Mgmt	Does your solution provide the ability to print stored information locally?		
101	Communication Mgmt	Does your solution provide the ability to assign functional roles, for example, where several staff members can create content but only one has approval to send?		
102	Communication Mgmt	Does your solution provide the ability to retract and/or retrieve within email system?		
103	Communication Mgmt	Does your solution provide the ability to use native applications to view attachments (MS Offi.e. Adobe, QuickTime and Flash)?		
104	Communication Mgmt	Does your solution provide the ability for migrated emails to maintain header information including sender, recipient, date/ti.e. cc:, bcc:, attachments, etc.?		
105	Communication Mgmt	Does your solution provide the ability to perform contact management functionality, including, but not limi.e. to last name, first name, middle initial, department, title, business address, mailing address, multiple phone contacts, email address, contact log, notes, categorization, etc.?		
106	Communication Mgmt	Does your solution provide the ability to share contact lists?		

Exhibit 2 - CEM Requirements Evaluation Matrix

#	Category	Requirement Description	Bidder Response (enter one) Yes Partial No	If PARTIAL please explain.
107	Communication Mgmt	Does your solution provide the ability to support constituent polls and surveys to evaluate events, program ideas, recent publications, experience when making a recent gift, etc.?		
108	Communication Mgmt	Does your solution provide the ability to copy communications off.i.e. or other personnel based on role with every send or with specific categories (i.e. Reunion Giving emails copied to Annual Fund Director)?		
109	Communication Mgmt	Does your solution provide the ability to create user defi.e. personal folders?		
110	Communication Mgmt	Does your solution provide the ability to search user defi.e. personal folders and contents based on search criteria?		
111	Communication Mgmt	Does your solution provide the ability to scan or fax from multifunction print devi.e. to email?		
112	Communication Mgmt	Does your solution provide the ability to establish remote printing to a designated facility?		
113	Communication Mgmt	Does your solution provide the ability to delegate email functionality to another staff member (i?e?, proxy assignments, including, mail/phone, appointments, reminder notes, tasks, etc.)		
114	Communication Mgmt	Does your solution provide the ability to synchronize contact information with desktop applications?		
115	Communication Mgmt	Does your solution evaluate email lists to ensure duplicate names or email addresses are alerted to the end-user to evaluate?		
116	Communication Mgmt	Does your solution support multiple contacts in a single company or organization based on role to target individuals for specific events and mailings?		
117	Calendar Mgmt	Does your solution provide the ability to Import/Export Calendars?		
118	Calendar Mgmt	Does your solution provide basic calendaring functionality, including but not limi.e. to appointment, event, and sharing?		

Exhibit 2 - CEM Requirements Evaluation Matrix

#	Category	Requirement Description	Bidder Response (enter one) Yes Partial No	If PARTIAL please explain.
119	Calendar Mgmt	Does your solution provide the ability to view multiple calendars at same time (both personal and global)?		
120	Calendar Mgmt	Does your solution provide the ability to print calendars locally in standard formats (such as daily, weekly, monthly, Franklin format, etc.)?		
121	User Interface	Does your solution support a strategy for constituent engagement which will allow the creation of an online community where we can share information, receive feedback, and encourage peer-to-peer interaction; ideally such communities are available through a login/password procedure to protect privacy and to encourage a sense that people are “insiders?”		
122	User Interface	Does your solution accommodate “day of giving,” “day of thanks” and other crowd funding techniques?		
123	User Interface	Does your solution provide the ability to put a running report/query in the background (multi-tasking)?		
124	User Interface	Does your solution provide the ability for the end user to preview queries and reports before printing in addition to allowing the report to be forwarded electronically so we can avoid printing altogether?		
125	User Interface	Does your system provide coded, table-dri.e. fields that facilitate customizing of applications, and speed data entry?		
126	User Interface	Does your system have data integrity checks, table-dri.e. when appropriate?		
127	User Interface	Does your system use a verification process to validate the entry of coded values?		
128	User Interface	Does your solution provide the ability for end users to view and search all possible responses for coded fields?		
129	User Interface	Does your solution support wild card lookups and searches anywhere within fields?		

Exhibit 2 - CEM Requirements Evaluation Matrix

#	Category	Requirement Description	Bidder Response (enter one) Yes Partial No	If PARTIAL please explain.
130	User Interface	Does your solution support accessibility from off-campus/on-the-road?		
131	User Interface	Does your solution support University data entry standards via data checks at time of entry (e.g. auto correct "street" to "ST" or "Street")?		
132	User Interface	Does your solution support visual (drag and drop) and object-oriented environment?		
133	User Interface	Does your solution provide the ability to view table values for non-data entry end-users (i.e. view available codes and translations in pull-down menu even without write access to data or while in view-only mode)?		
134	User Interface	Does your solution support seamless integration (direct connection) to desktop applications (Word, Excel, FileMaker Pro, etc.)?		
135	User Interface	Does your solution provide the ability to flag address as non-mailable or mail eligible (e.g. flag an address as correct, incorrect, temporarily away)?		
136	User Interface	Does your solution provide the ability to record user status (lost, acti.e. deceased, purge-able), status date and record the user making the change?		
137	User Interface	Does your solution provide the ability to publish to social media si.e. (Donor's choice)?		
138	User Interface	Does your solution provide a touch screen appearance that would appeal to young alumni, many of whom are not engaged with our Universities?		
139	User Interface	Does your system provide ways to navigate easily from one place to another (e.g. homecoming weekend, and provide the ability to navigate between email, online event registration, web si.e. etc.)?		
140	User Interface	Does your system support shortcuts (e.g. backwards, forwards) and keyboard equivalents for mouse movement?		

Exhibit 2 - CEM Requirements Evaluation Matrix

#	Category	Requirement Description	Bidder Response (enter one) Yes Partial No	If PARTIAL please explain.
141	User Interface	Does your system allow "clickable" opening of external documents (e.g. word processing documents) stored within application?		
142	User Interface	Does your solution provide the ability to record source of address change and date for changed addresses (e.g. call-in, forwarded mail, etc.)?		
143	User Interface	Does your solution provide the ability to see all addresses for one constituent at the same time (via scroll through if necessary)?		
144	User Interface	Does your solution provide for ways to benefit from engagement data held by other universities so that we can make rapid progress based on best practice elsewhere?		
145	User Interface	Does your system provide customizable macros for frequently run tasks?		
146	User Interface	Does your system provide "expert user shortcuts" or drilldown (e.g. go right to a favored report or screen with minimal key strokes)?		
147	User Interface	Does your solution provide the ability to set custom business rule triggers (i.e. data entry or modification triggers entry, etc.)?		
148	User Interface	Does your system assist the user with "smart" data entry (e.g. fill-in, series completion, etc.)?		
149	User Interface	Does your system support use customizable toolbar buttons, tab order of fields, color, font, and other visual configurations?		
150	User Interface	Does your system have convenient integration to PC/Mac products such as mail clients and calendar programs?		
151	User Interface	Does your system have off-line compact versions with reconnect capability? Does your solution provide the ability for on-the-road productivity?		
152	User Interface	Does your solution provide the ability for on-the-road productivity?		

Exhibit 2 - CEM Requirements Evaluation Matrix

#	Category	Requirement Description	Bidder Response (enter one) Yes Partial No	If PARTIAL please explain.
153	User Interface	Does your system allow employee links to local business address of employee and employer's headquarter address?		
154	User Interface	Does your system allow storage of additional schools and degrees (unlimi.e. in number), table dri.e. with degree, degree year (year graduated), majors (up to 3), honors (up to 3), start and stop dates, non-grad flag, school-type indicator, and allow comments?		
155	Event Mgmt	Does your solution provide a professional "look" to our email communication and an easy way of creating and using email addresses that are held in Advance; also more flexible opt-out opportunities based on interest/preference that are integrated into Advance? Currently we risk having donors "opt out" of all email from mass blasts from Constant Contact, versus giving them an opportunity to opt in/out based on their specific interests (in athletics, etc.).		
156	Event Mgmt	Does your solution provide a cost effective approach to email communication to design and mail a simple message to a segment of alumni?		
157	Event Mgmt	Does your solution provide the ability to have email communications "mirror" visual content on online.g.ving si.e. Web si.e. social media etc. in a compelling way?		
158	Event Mgmt	Does your solution provide online posting of upcoming events and allow for event updates to online social networking sites, such as Facebook, LinkedIn, etc.?		
159	Event Mgmt	Does your solution allow gathering and sharing of information and encourage more peer to peer e.g.gement? For example, creation of a space for reunion classes to e.g.ge in peer to peer solicitation?		

Exhibit 2 - CEM Requirements Evaluation Matrix

#	Category	Requirement Description	Bidder Response (enter one) Yes Partial No	If PARTIAL please explain.
160	Event Mgmt	Does your solution provide the ability to filter events based on recipients roles and interests?		
161	Event Mgmt	Does your solution provide the ability to register for complex, multi-activity events?		
162	Event Mgmt	Does your solution provide online servi.e. which include but are not limi.e. to; event registration, credit card payment, preview the list of registrants, nametag printing, and other coordination activities?		
163	Event Mgmt	Does your solution provide email integration for event promotion?		
164	Event Mgmt	Does your solution support sending custom confirmation emails to registrants?		
165	Event Mgmt	Does your solution support multi-step registration forms?		
166	Event Mgmt	Does your solution support ticket limits and/or attendance limits?		
167	Event Mgmt	Does your solution support date-based tickets, i.e. early bird pricing?		
168	Event Mgmt	Does your solution allow embed images and rich text in the registration forms?		
169	Event Mgmt	Does your solution support customizing registrant confirmation pages?		
170	Event Mgmt	Does your solution support online gifts to be made during the event registration process?		
171	Event Mgmt	Does your solution support accounting for event revenue and the online.g.ft revenue as separate transactions, for both reporting purposes and with submissions to internet merchant accounts?		
172	Event Mgmt	Does your solution allow for reuse of event information as a starting point for creating a new event?		
173	Event Mgmt	Does your solution provide the ability to link event information to online calendars (i.e. Outlook, Google, etc.)?		

Exhibit 2 - CEM Requirements Evaluation Matrix

#	Category	Requirement Description	Bidder Response (enter one) Yes Partial No	If PARTIAL please explain.
174	Event Mgmt	Does your solution provide mobile-ready event registration forms?		
175	Event Mgmt	Does your solution provide the ability to generate invitation lists, invitations, reply cards, envelopes, name tags, name cards, etc.?		
176	Event Mgmt	Does your solution provide the ability to track attendance (numbers) and/or names of guests (may or may not have an ID record on the system)?		
177	Event Mgmt	Does your solution provide the ability to track budget information and revenues such as: item, type, budgeted amount, amount expended, status (paid, unpaid, committed, available)?		
178	Event Mgmt	Does your solution provide the ability to generate follow-up correspondence based on participation?		
179	Event Mgmt	Does your solution provide the ability to track event evaluation information, in particular the ability to link event participants to online surveys to evaluate the success of past events?		
180	Event Mgmt	Does your solution provide the ability to record attended/invited/declined, dates, comments?		
181	Event Mgmt	Does your solution provide the ability to maintain seating assignments, dietary requirements (vegetarian, allergies, etc.), and special instructions (handicapped, wheelchair, etc.)?		
182	Event Mgmt	Does your solution provide the ability to associate people attending special events with the event, but not actually be part of the main database?		
183	Event Mgmt	Does your solution provide the ability to handle pre-registration (e.g. through web interface) and actual registration (e.g. on site at the event)?		
184	Event Mgmt	Does your solution provide the ability to maintain records for contact information for external vendors and internal offices?		
185	Event Mgmt	Does your solution provide the ability to use a pre-existing event as a template for a new event?		

Exhibit 2 - CEM Requirements Evaluation Matrix

#	Category	Requirement Description	Bidder Response (enter one) Yes Partial No	If PARTIAL please explain.
186	Event Mgmt	Does your solution provide the ability to easily add new attendee to existing event?		
187	Event Mgmt	Does your solution provide the ability to categorize events?		
188	Event Mgmt	Does your solution support the addition of fields and to create customi.e. forms for any event without vendor assistance?		
189	Event Mgmt	Does your solution provide the ability to categorize event?		
190	Event Mgmt	Does your solution provide the ability to link event attendance with giving details for reporting?		
191	Event Mgmt	Does your solution provide the ability to maintain event plan (task list), such as: activity, date, person responsible, and status?		
192	Event Mgmt	Does your system support providing an events and planning calendar?		
193	Event Mgmt	Does your system maintain historical records for comparisons between similar or repeating events?		
194	Event Mgmt	Does your solution provide the ability to allow the coding of activities that should take place or have taken place with an entity for prospect tracking (e.g. setting up reminders to send invitations for a special event, "call reports," etc.)?		
195	Event Mgmt	Does your solution provide the ability to schedule resources, including facilities, conference rooms, and equipment management?		
196	Event Mgmt	Does your solution provide the ability to maintain facility management information, such as: reserve room, catering, staging, tables, chairs, decorations, parking, etc.?		
197	Event Mgmt	Does your solution provide the ability to view or hide event details?		
198	Event Mgmt	Does your solution provide the ability to schedule resources, including facilities, conference rooms, and equipment management?		

Exhibit 2 - CEM Requirements Evaluation Matrix

#	Category	Requirement Description	Bidder Response (enter one) Yes Partial No	If PARTIAL please explain.
199	Names, Addresses, Biographical Info.	Does your solution provide the ability to retrieve, store, and channel back to the fundraising database multiple name types (i.e. maiden, nickname, current name, preferred name, professional name, doing business as, aliases, etc.)?		
200	Names, Addresses, Biographical Info.	Does your solution provide the ability to have separate fields for first name, last name, middle name, suffix, title and professional suffix?		
201	Names, Addresses, Biographical Info.	Does your solution provide the ability to support hyphenated names?		
202	Names, Addresses, Biographical Info.	Does your solution provide the ability to capture gender, ethnicity, marital status, birth date and place, and other various vital record information?		
203	Names, Addresses, Biographical Info.	Does your solution provide the ability to record deceased information?		
204	Names, Addresses, Biographical Info.	Does your solution provide the ability to record alumni record number, names, birth dates, gender, vital record information and comments for non-ID spouse, domestic partner or children of alumni?		
205	Names, Addresses, Biographical Info.	Does your solution provide the ability to manage multiple degrees, class years, and majors which includes the flexibility to pre-populate records and prompt for update?		
206	Names, Addresses, Biographical Info.	Does your solution provide the ability to record employment and non-employment business affiliations?		
207	Names, Addresses, Biographical Info.	Does your solution provide the ability to record multiple addresses, noting address type and data fields of address modifications including; source, date, etc.?		

Exhibit 2 - CEM Requirements Evaluation Matrix

#	Category	Requirement Description	Bidder Response (enter one) Yes Partial No	If PARTIAL please explain.
208	Names, Addresses, Biographical Info.	Does your solution provide the ability to store data fields for e-mail (home and business), www page (home and business), phone and fax number (business and home) with extension, unlisted flag, and the ability to include foreign phone and fax numbers (e.g. extra digits)?		
209	Names, Addresses, Biographical Info.	Does your solution provide the ability to add multiple relationships between people and organizations?		
210	Names, Addresses, Biographical Info.	Does your solution provide the ability to validate address according to USPS standard?		
211	Names, Addresses, Biographical Info.	Does your system support proper selection of address and other related contact information (email, phone, etc.) for mailings, etc.?		
212	Names, Addresses, Biographical Info.	Does your solution support integration with Linked-In that can help enrich our existing data in Advance by pushing data (such as current job titles and employers) from CEM to Advance?		
213	Names, Addresses, Biographical Info.	Does your solution provide the ability to record expiration dates to addresses and record dates on addresses which are used on a seasonal basis?		
214	Searching and Constituent Lookup	Does your solution provide the ability to make search results immediately available on-screen?		
215	Searching and Constituent Lookup	Does your solution provide the ability to allow user to choose one record from a search from which to proceed to other parts of the online system?		
216	Searching and Constituent Lookup	Does your solution provide the ability to allow user to switch between case-sensitive/case-insensitive queries?		
217	Searching and Constituent Lookup	Does your solution provide the ability to make the match list from a search available for input to a report?		
218	Customization & Programming	Does your system provide both production and testing environments?		

Exhibit 2 - CEM Requirements Evaluation Matrix

#	Category	Requirement Description	Bidder Response (enter one) Yes Partial No	If PARTIAL please explain.
219	Customization & Programming	Does your solution have demonstrated success with utilities for automating the data exchange with the Ellucian Advance database?		
220	Customization & Programming	Does your solution provide the ability to schedule imports and exports of data? Can the system still be used while imports and exports are taking place?		
221	Customization & Programming	Does your solution provide the ability to build custom views (screens) of the data to be used, speed data entry, and allow easy checking and entry from existing paper forms?		
222	Customization & Programming	Does your solution provide the ability to create menus and sub-menus?		
223	Customization & Programming	Does your solution provide the ability to add whole new modules (with their own sub-menus, reports, screens, tables, fields, etc.)?		
224	Customization & Programming	Does your solution provide the ability to design multiple step processes (scripting)?		
225	Customization & Programming	Does your solution provide the ability to join multiple tables?		
226	Customization & Programming	Does your solution provide the ability to do set operations (e.g. union, intersection, subtraction)?		
227	Customization & Programming	Does your system support the creation and use of stored, reusable code (e.g. objects, applets, macros, sub-functions) to be used later in a query or program?		
228	Customization & Programming	Does your system support the creation and management of code libraries?		
229	Customization & Programming	Does your system support reporting extension capabilities for building complex reports?		
230	Customization & Programming	Does your system support additional user help by being integrated with or have vendor-enhanced features for third party vendor tools?		
231	Reporting, Labels, Mailing	Does your solution provide ways of dealing with exceptions (e.g. names too long for label)?		

Exhibit 2 - CEM Requirements Evaluation Matrix

#	Category	Requirement Description	Bidder Response (enter one) Yes Partial No	If PARTIAL please explain.
232	Reporting, Labels, Mailing	Does your solution allow the use of bar codes for ID Numbers?		
233	Reporting, Labels, Mailing	Does your solution provide the ability to produce address labels or envelopes fully adhering to postal regulations (including bar codes) for best pricing options?		
234	Reporting, Labels, Mailing	Does your solution provide the ability to join mailings for couples (one mailing per address)?		
235	Reporting, Labels, Mailing	Does your solution allow single line and split li.e. for joint labels?		
236	Reporting, Labels, Mailing	Does your solution allow use of all types of industry-standard labels for mailings (i.e. some post cards require smaller labels)?		
237	Reporting, Labels, Mailing	Does your solution have flags and dates for tracers sent and returned mail (bulk vs. first class return vs. magazine); source of information (e.g. self reported, post office, etc.)?		
238	Reporting, Labels, Mailing	Does your solution keep records of mailings and who recei.e. what (e.g. via mailing history records)?		
239	Reporting, Labels, Mailing	Does your solution allow hold histories with dates and Staff Name?		
240	Documentation & Training	Does your solution provide independent learning and review resources available (in addition to or in lieu of classroom training) particularly to jumpstart new learners or re-learning?		
241	Documentation & Training	Does your solution offer training and documentation targeted at specific levels of expertise?		
242	Documentation & Training	Does your solution provide detailed, online help which is linked to related help text topics and an online index?		
243	Documentation & Training	Does your solution provide easily accessible documentation which is searchable, indexed, printable, etc.?		
244	Documentation & Training	Does your solution have data element dictionary available for reference online?		

Exhibit 2 - CEM Requirements Evaluation Matrix

#	Category	Requirement Description	Bidder Response (enter one) Yes Partial No	If PARTIAL please explain.
245	Documentation & Training	Does your solution allow for a train-the-trai.e. approach so that the University can develop its own trainers?		
246	Documentation & Training	Does your solution have integrated training for third-party applications or tools with emphasis on specific use of vendor's system?		
247	Documentation & Training	Does your solution allow for the addition of custom help?		
248	Vendor Support	Does your solution provide a Service Level Agreement which contains a specified level of servi.e. response ti.e. for various classes of problems, support options, enforcement or penalty provisions for servi.e. not provided, a guaranteed level of system performance as relates to downtime or upti.e. a specified level of customer support, specific performance benchmarks, schedule of notification in advance for modifications, etc.?		
249	Vendor Support	Does your solution provide printed/printable end-user help which is both screen and process oriented?		
250	Vendor Support	Does your solution provide printed/printable technical and user-level documentation?		
251	Vendor Support	Does your solution allow technical questions to be answered directly by vendor's technical people?		
252	Vendor Support	Does your solution provide technical documentation separate from end-user documentation?		
253	Vendor Support	Does your solution provide searchable, indexed online technical and user-level documentation?		
254	Vendor Support	Does your solution provide additional support options via e-mail or fax, searchable web si.e. periodic FAQ, etc.?		
255	Vendor Support	Does your solution provide support for the entire database engine, even for unused features?		
256	Vendor Support	Does your solution provide an account manager who will help bring resolution to escalated support matters?		

Exhibit 2 - CEM Requirements Evaluation Matrix

#	Category	Requirement Description	Bidder Response (enter one) Yes Partial No	If PARTIAL please explain.
257	Vendor Support	Does your company actively share best practi.e. among client institutions through Web sites, Webinars, newsletters, social media etc.?		
258	Vendor Support	Does your company provide tailored implementation support and best practi.e. for jump starting engagement among a population that includes many who have not heard from the University in decades?		
259	Vendor Support	Does your solution utilize a user panel to determine program weaknesses and to prioritize future enhancements?		