



Administered by University of Maine System
Office of Strategic Procurement
Request for Bid (RFB)

**FINANCIAL AID LEVERAGING AND
ENROLLMENT PROJECTIONS
PROFESSIONAL SERVICES**

RFB #2023-055

Issued Date: November 28, 2022

Response Deadline Date/Time: December 14, 2022, 11:59 p.m. EST

Response Submission Information:

Submitted electronically to UMSResponses@maine.edu
Email Subject Line – RC: FALEP - RFB#2023-055

Response Contact Information:

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PURPOSE

The University of Maine System acting on behalf of University of Maine seeks bids for professional services to engage an external company who has a specific focus on financial aid and enrollment modeling for higher education.

In addition to the initial scope of services, at the University option, allow for continued relationship with the Contractor for additional scope of services.

SCOPE OF SERVICES

Partnering with an external professional will provide the research/understanding of the continuous changes in the national student recruitment environment, and how to “leverage” the financial aid process as a marketing tool which will result in the efficient use of institutional dollars. It is imperative that UMaine address the deliverables outlined below.

The Respondent must be able to begin this work early January 2023, with the goal of providing 3-4 years analysis of financial aid awarding and enrollment numbers with detailed profiles of each class. This will allow us the ability to have models put in place hopefully by the beginning of the fiscal year.

DELIVERABLE 1 – Initial Discovery and Draft Approach

- Discussion with key Subject Matter Experts to gain through understanding of Scope of Services.
- Review of existing materials supporting Scope of Services.
- Draft and Deliver the Draft Approach document.

DELIVERABLE 2 – Initial Draft Future State

- Conduct needed research and analysis including:
 - UMaine (CFO & VPEM as partners) needs an ongoing ability to accurately forecast net revenue and enrollment under a specific financial aid budget.
 - Awareness of the possible financial implications when changing University policy after simulations have been put in place.
 - Analyze student populations that fit with the school’s mission and develop multiple enrollment and financial scenarios, describing the outcomes and tradeoffs of each.
 - Identify the long-term trends and projections for UMaine’s Primary, Secondary and Tertiary markets and effectively project and predict the likely enrollment outcomes from these areas.
 - Optimize our financial aid strategy to achieve a balance of class size, academic quality, demographic representation, and revenue goals to shape future classes.
 - Be in a position that can predict future enrollment yields through our aid packaging scenarios that will inform longer-term strategies.
 - Through data-driven analytics, measure the likelihood of summer “melt” at the individual student level, identify students at risk for appropriate advising, and target resources to retention interventions.
- Yield modeling that incorporates both the institution's own student data (financial, geodemographic, academic, behavioral) but also third-party data on student segmentation, consumer behavior, and price sensitivity.
- An interactive analytics dashboard environment to assess the developing applicant and admit pool as well as progress toward key enrollment goals with comparisons to prior cycles (both EOY and YTD).
- Draft and Deliver the Draft Future State

DELIVERABLE 3 – Final Future State

- Final edits to future state document and supporting deliverables; dashboard environment, yield modeling, etc.

Ongoing consulting throughout the cycle to identify ways in which student population size/composition/behavior may be differing from prior years or pre-cycle assumptions, along with identifying risks and opportunities.

SUBMISSION REQUIREMENTS

Submissions are due by **December 14, 2022 on or before 11:59 p.m. EST.**

Submissions will include:

- Hourly rate, fully burdened. Using Appendix C, Table 1
- Initial estimated pricing for scope of services broken down by the following deliverables, Using Appendix C, Table 2:
 1. Initial Discovery and Draft Approach
 2. Initial Draft Future State
 3. Final Future State
- Provide a written statement that the work will start and be completed by the dates specified above in scope of services.
- Confirmation that the consultant has the Qualifications to support the work outlined in this RFB. This will include two (2) references that can confirm the qualifications. Please provide the following reference contact information:
 1. Company Name, Contact Name, Contact Phone Number and Contact Email.

EVALUATION AND AWARD PROCESS

To be considered, the Respondent must meet the following:

- Pricing for scope of services.
- Agreement that the work will start and be completed by the dates specified above in scope of services.
- Confirmation that the consultant has the Qualifications outlined in this RFB.
- Confirmation from two (2) references that Respondent meets or exceeds the qualifications provided.

Respondent's meeting the criteria listed directly above will be evaluated based on a 100-point scale each.

Cost Evaluation: The total cost proposed for conducting all the functions specified in this document will be assigned a score according to a mathematical formula. For purposes of clarification the price evaluation will be completed on longer term pricing provided. The lowest cost response will be awarded the total points. Responses with higher cost response values will be awarded proportionately fewer points calculated in comparison with the lowest cost response.

The scoring formula is:

(Lowest submitted cost response / cost of response being scored) x **Points** = pro-rated score

The University will NOT seek a best and final offer (BAFO) from any Respondent in this procurement process. All Respondents are expected to provide their best value pricing with the submission of their response. Respondents will NOT be given another opportunity to modify pricing once submitted.

AWARD

The University reserves the right to award Agreement(s) to one or multiple Respondents, if such award is in the best interest of the University. The University also reserves the right to award only one solution if such an action is in the best interest of the University.

The University reserves the right to waive minor irregularities, which may include contacting the Respondent to resolve the irregularity. Scholarships, donations, or gifts to the University, will not be considered in the evaluation of responses. The University reserves the right to reject any or all bid/proposal/submission, in whole or in part, and is not necessarily bound to accept the lowest cost response if that bid/proposal/submission is contrary to the best interests of the University. The University may cancel this request or reject any or all responses in whole or in part. Should the University determine in its sole discretion that only one Respondent is fully qualified, or that one Respondent is clearly

more qualified than any other under consideration, an Agreement may be awarded to that Respondent without further action.

NEGOTIATIONS

The University reserves the right to negotiate with the successful Respondent to finalize a contract. In the event that an acceptable contract cannot be negotiated, the University may withdraw its award. Alternatively, the University may cancel the RFB, at its sole discretion.

AWARD PROTEST

Respondents may appeal the award decision by submitting a written protest to the University of Maine System's Chief General Services Officer within five (5) business days of the date of the award notice, with a copy of the protest to the successful Respondent. The protest must contain a statement of the basis for the challenge. Further information regarding the appeal process can be found at

http://staticweb.maine.edu/wp-content/uploads/2015/07/APL_VII-A_20150630-FINAL.pdf?565a1d

If this RFB results in the creation of a pre-qualified or pre-approved list of vendors, then the appeal procedures mentioned above are available upon the original determination of that vendor list, but not during subsequent competitive procedures involving only the pre-qualified or pre-approved list participants.

MASTER AGREEMENT

A copy of the Master Agreement is provided as a supplemental document with file name; **03 - 2022-040-RFB-FT-Exhibit A - Master Agreement**

The Master Agreement will allow for:

- Additional consulting services to be available under this Agreement to additional University institutions, this includes any additional University institutions formed during the term of this agreement, all facilities utilized by an institution including those managed and/or owned by a third party, and additional entities, such as, the University College a division of University of Maine at Augusta.
- Additional Scope: The Contractor shall permit services not covered herein to be added by mutual written agreement, without voiding the provisions of the existing agreement. The Contractor, for additional consideration, shall furnish additional services to the University.