

MISSOURI WESTERN STATE UNIVERSITY

REQUEST FOR PROPOSAL # 17-002

FOR

GEO-FENCING

Submission Deadline: April 13, 2016, 2:00 p.m. CDT

Questions and/or requests for clarification of this RFP should be submitted via email to the Purchasing Manager, Kelly Sloan at [purchase@missouriwestern.edu](mailto:purchase@missouriwestern.edu). All questions and/or clarifications can be sent at any time regarding this RFP to the Purchasing Department until the end of business on Friday, April 8, 2016. Questions received after this date may not be answered. Please reference the RFP# on all correspondence. Answers to the submitted questions will be e-mailed to each vendor as an addendum to this solicitation. It is the responsibility of all interested parties to read this information and return it as part of the RFP confirming receipt.

TABLE OF CONTENTS

introduction 3

Introduction 3

**School overview** **3**

**pilot description 3**

bidder instructions 5

Bidder instructions 5

Submission materials 6

proposal 6

Proposal inclusions 6

proposal term 7

timeline 7

**optional services** **7**

Evaluation & selection 7

evaluation factors 7

minimum qualifications 8

references 8

on campus interview 8

pricing page 9

**INTRODUCTION**

**Introduction**

Missouri Western State University (MWSU), a public higher education institution, is seeking proposals from a technology partner(s) to pilot geo-fencing as a mechanism to market the university and its programs. It is anticipated that if the proposed three-part pilot produces positive results, additional geo-fence based marketing will be contracted.

**School Overview**

Detailed information regarding Missouri Western State University may be found at <http://www.missouriwestern.edu/about/>

**PILOT Description**

The pilot will have three parts, marketing degrees offered by MWSU in the Kansas City Northland: (1) a Masters in Information Management (MIM) degree, (2) a Bachelor of Science in Business Administration (BSBA) degree, and (3) a 2+2 completion baccalaureate degree in Elementary Education (BSEd).

1. The MIM degree is targeted at professionals working at companies that use SAP as their enterprise resource planning software. Below is a list of major KC companies that use SAP. The goal would be to put a geo-fence around these companies and target ads to those coming into these buildings who appear to meet specific demographics (e.g., age 22 to 35, possess degree, income of $30,000+, careers in IT, accounting and human resources).

|  |  |  |
| --- | --- | --- |
| Kansas City Southern Railroad | 427 W 12th St | Kansas City, MO |
| Cerner | 2800 Rockcreek Pkwy | North Kansas City, MO |
| Sprint World Headquarters | 119th & Nall | Overland Park, KS |
| Dairy Farmers of America | 10220 NW Ambassador Dr | Kansas City, MO |
| Deloitte & Touche | 1100 Walnut St | Kansas City, MO |
| Cargill | 2309 Front St | Kansas City, MO |
| PricewaterhouseCoopers LLP | 1100 Walnut St | Kansas City, MO |
| WireCo World Group | 2400 W 75th St | Prairie Village, KS |
| Unilever | 27080 W 159th St | New Century, KS |
| SPX Corporation | 7401 W 129th St | Overland Park, KS |
| Accenture Inc | 7300 W 110th St | Overland Park, KS |
| Hallmark | 2501 McGee St | Kansas City, MO |
| Farmland | 11500 N Ambassador Dr | Kansas City, MO |
| Bayer Corporation | 8400 Hawthorne Rd | Kansas City, MO |
| Multivac | 11021 N Pomona Ave | Kansas City, MO |
| Smithfield Foods | 13825 Wyandotte St | Kansas City, MO |
| Harley Davidson Operations | 11401 N Congress Ave | Kansas City, MO |
| Universal Underwriters | 7045 College Blvd | Overland Park, KS |
| Deloitte | 1100 Walnut St | Kansas City, MO |

**Sample keywords for MIM geo-fencing include**

|  |
| --- |
| accredited information management program |
| AACSB accredited |
| colleges Kansas City |
| universities Kansas City |
| information management administration degree |
| information management degree |
| information manag3ment degree online |
| masters of information management |
| MBA |
| MBA degree |
| Missouri Western |
| Missouri Western State |
| Missouri Western State University |
| Missouri Western University |
| MWSU |
| online information management degree |

2 & 3. The BSBA and BSEd are targeted at students attending the Maple Woods campus of Metropolitan Community College, and whose classes are in the Computing and Business Building or in the Math Science Building. Demographics - age 17 to 35.

**Sample keywords for the BSBA include**

|  |
| --- |
| AACSB Accredited |
| accredited business program |
| business administration degree |
| business administration degree online |
| business degree |
| business degree online |
| business management degree online |
| business schools in Kansas City |
| colleges in Kansas City |
| degree in business administration |
| Missouri state universities |
| Missouri Western |
| Missouri Western State |
| Missouri Western State University |
| Missouri Western University |
| MWSU |
| online business administration degree |
| online business degree  online business management degree |

|  |
| --- |
| **Sample keywords for the BSEd include** |
| accredited elementary education degree |
| bachelor degree in education |
| bachelor of education |
| bachelor programs in education |
| colleges in Kansas City |
| distance education degree online |
| education degree online |
| education degrees |
| education degrees online |
| elementary education degree |
| Missouri state colleges |
| Missouri state universities |
| Missouri Western |
| Missouri Western State |
| Missouri Western State University |
| Missouri Western University |
| MWSU |
| online degrees in education |
| online elementary education |
| online elementary education degree |
| online elementary teaching degree |
| undergraduate degree in education |
| undergraduate education degree |

**BIDDER INSTRUCTIONS**

**Bidder Instructions**

* Proposals may not be accepted if the RFP number is not on the outside of the envelope.
* Proposal must be prepared in accordance with Submission Material (Described top of next page). Those proposals, which are not in compliance, may be deemed non-responsive.
* The last day for questions regarding this RFP is 2:00 p.m. CST, Friday, April 8, 2016. These should be submitted to [purchase@misssouriwestern.edu](mailto:purchase@misssouriwestern.edu).
* RFP should be submitted no later than Wednesday, April 13, 2016, 2:00 p.m. CST to:

**Purchasing**

**Missouri Western State University**

**Popplewell Hall 221**

**4525 Downs Drive**

**Saint Joseph, Missouri 64507**

**Submission Materials**

ELECTRONIC AND/OR FAXED COPIES WILL NOT BE ACCEPTED. Responses must be signed and sealed in mailing envelopes with the Respondent’s name and address clearly written on the outside. The Invitation for Bid Number **(RFP17-002)** shall also be clearly marked on the outside of the envelope or package. The following items should be mailed to MWSU by April 13, 2016 by 2:00pm.

* Invitation to Bid Page: Complete the required vendor contact information for RFP17-002.
* Introduction: Briefly introduce your company, indicating whether the company is local, regional, national or international. Provide a profile of the company including, but not limited to, the approximate number of professional staff employed. Indicate the name of the person(s) who will be authorized to make representation for and to bind the company, their titles, addresses and phone numbers.
* References (3) specifications found on page 8.
* Pricing: Include the pricing page to provide a brief overview of your proposal pricing. Specifications found on page 9.
* Addendum: Include any addendums for verification of receipt.
* Include one (1) original plus four (4) copies of all proposal submission materials for a total of five (5) hard copy documents.

**Proposal**

**Proposal inclusions**

Key items for vendors to respond to are noted below. As MWSU is just beginning geo-fencing, these items are far from fully inclusive. Proposals must include:

Base cost and cost of each alternative

Services included in base bid and each alternative

Number of impressions included in bid

Cost for 15 days, 30 days and 45 days of geo-fencing

Length of time people will be targeted after they have left the geo-fence

Keywords being used

Verification of locations to be geo-fenced, including map of area included in geo-fencing

Mechanism by which effectiveness of delivery of ads to desired target locations is calculated

Reasons for any requested location not included

Data that will be provided to help evaluate effectiveness of geo-fencing – it is up to the vendor to specify data to be provided; vendor may include cost for various types of data as bid alternatives beyond base bid.

* Vendor may include appendices containing more detailed plans, supporting documents, etc.
* Vendor will provide a cost proposal with enough detail to give the Selection Review Committee a clear understanding of all costs involved.
* Any and all costs must be fully disclosed and described within the proposal.

**Proposal Term**

MWSU is seeking a 1 year contract beginning July 1, 2016 until June 30, 2017 for this project and possible future projects. MWSU shall have an option to renew in one (1) year increments for a maximum of three (3) years if both parties agree. Proration of payment is acceptable to align with our fiscal year.

**TIMELINE**

RFP Issued March 22, 2016

Deadline for Submission of Questions April 8, 2016

RFP Open Date April 13, 2016

Onsite Presentations by Finalists April 18 thru 29, 2016

RFP Awarded May 9, 2016

**Optional Services**

Vendor should provide MWSU with any related services, enhancements or features that it feels would be beneficial to MWSU as well as related costs. Such optional services may be included in the agreement with a detailed description.

**Evaluation and Selection**

**EVALUATION FACTORS**

For vendors who meet the minimum qualifications their proposals shall be evaluated by the Selection Review Committee.

Responses to this RFP will be evaluated upon the features and functionality stated in the proposal and the related costs as well as the responses provided.

Factors that will be considered during the assessment and decision process include:

1. bids for services added by the vendors if the added services are judged to be desired by MWSU for this marketing campaign
2. references provided by prior and current customers of the vendors
3. proven response rates to relevant past geo-fencing campaigns by the vendors
4. expansions provided by the vendors to the items listed below that are included in the base bid (e.g., additional key words that are judged to be appropriate, refinements to the geo-fence, additional demographics that are judged to be appropriate).

**MIMIMUM QUALIFICATIONS**

As past performance is the best predictor of future success, MWSU has established minimum experience qualifications in order for a vendor to be considered.

* The vendor must have experience in providing geo-fencing to higher education customers with over 1000 students.

**REFERENCES**

Every vendor must provide at least three (3) references which reflect a successful implementation of similar scope and size. References should include the following information:

* Customer name and address
* Contact person and telephone number
* Description of the Project
* Number of students

**On campus interviews**

Finalists will be interviewed on campus (1 hour limit for presentation), allowing vendors to present a summary of their qualifications and proposals between the dates of April 18 and April 29, 2016.



**Pricing Page**

Geo-fencing Base Cost 15 days $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Geo-fencing Base Cost 30 days $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Geo-fencing Base Cost 45 days $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

CONDITIONS OF BID AND SALE:

The vendor must comply with all Federal, State and Local regulations and laws.

Proposals received after the deadline will not be accepted or considered.

Missouri Western State University reserves the right to reject any and all proposals received in response to this RFP and to waive any minor irregularity or informality.

Pricing must be FOB Missouri Western State University

Authorized Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Date\_\_\_\_\_\_\_\_\_