

REQUEST FOR PROPOSAL 19-079

FOR

RETENTION SOFTWARE SOLUTION

Submission Deadline: December 20, 2018, 2:00 p.m. Central Time

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 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.

**Background:** Missouri Western State University is a four-year public institution providing a blend of traditional liberal arts and professional degree programs. The University offers associate, baccalaureate and graduate degrees, as well as certificate and graduate certificate programs and has an enrollment of approximately 5,700 students.

**Scope of Services:** Missouri Western State University seeks a qualified vendor provide a non-cognitive approach to student retention through surveying and analyzing responses from freshman cohort students and beyond.

**Key Components:**

**•** Collects and measures non-cognitive student data through chatbots delivered to students over text message.

• Predicts each student’s likelihood of graduating by performing a comprehensive analysis that focuses on four key categories: engagement level, financial struggles, personal beliefs and academic struggles.

• Depending on the identified risk level and category, delivers to each student the right resources at the right time, and prompts important actions (contact financial aid, meet with tutors or mentors, meet with your advisor, etc.) that are proven to increase student success.

• Provides administrators with student specific insights and suggested “next steps” that are tailored to each student’s struggles.

• Provides an interactive analytics dashboard where administrators can view aggregate class data. This includes the schools’ Net Promoter Score, student’s engagement level and common non-cognitive student struggles.

• Enables advisors and administrators to maintain notes from student meetings and share notes with other personnel based on institutional roles.

• Is infinitely scalable and has an implementation that is less than one day long.

• Annual price of agreement may not exceed $11,000 for at least two years.

**Project Timeline:** Retention services will begin January 3, 2019 upon awarding the vendor.

**RFP Questions:** 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 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.

**Bidder Instructions:**

* The Request for Proposal Number **(RFP19-079)** shall be clearly marked on the outside of the envelope or package along with Respondent’s name and address. Proposals may not be accepted if the RFP number is not on the outside of the envelope.
* Proposals, which are not in compliance with bidder instructions, may be deemed non-responsive.
* ELECTRONIC AND/OR FAXED COPIES WILL NOT BE ACCEPTED.
* Request for Proposals should be submitted no later than December 20, 2018, 2:00 p.m. Central Time to:

**Purchasing**

**Missouri Western State University**

**Popplewell Hall 221**

**4525 Downs Drive**

**St. Joseph, MO 64507**

**Submission Materials:**

Respondent shall submit an original document, plus two (2) copies for a total of three (3) hard copy documents. Include the following in your Proposal packet.

* Invitation to Bid Page: Complete the required vendor contact information for RFP19-079.
* Address all the Key Components found on page 2 of this document.
* Pricing: Include the pricing page found on page 4 of this document.
* Company’s W-9.
* Addendum: Include any addendums for verification of receipt.

**Evaluation:** The award of the contract resulting from this Request for Proposal shall be awarded in response to written proposals based on the best and lowest cost and how well it aligns with Key Components listed on page 2. Each proposal will be evaluated using a subjective review of the information presented by the vendor to ascertain which proposal provides all required services and is most advantageous to Missouri Western State University

The University reserves the right to reject any and all bids received in response to this RFP and to waive any minor irregularity or informality.



**PRICING SHEET FOR RFP19-079**

RETENTION SOFTWARE SOLUTION

Year 1 Bid Amount: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Year 2 Bid Amount: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Year 3 Bid Amount: $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Authorized Vendor Signature:

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone number:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_