

REQUEST FOR PROPOSALS RFP24-043  
VIRTUAL CAMPUS TOUR

Submission Deadline: September 22, 2023

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. All questions and/or clarifications can be sent regarding this RFP to the Purchasing Department until 12:00pm on September 15, 2023. Questions received after this date may not be answered. Please reference RFP24-043 on all correspondence. Answers to the submitted questions will be emailed to each Vendor as an addendum to this RFP. It is the responsibility of all interested parties to read this information and return it as part of the RFP confirming receipt.



**BID SPECIFICATION SHEET FOR RFP24-043**

**VIRTUAL CAMPUS TOUR**

**Overview of Project**

Missouri Western State University (MWSU), a public higher education institution seeks proposals from companies (Vendor) to provide services for the creation, implementation, license, deployment, and support for a Virtual Campus Tour. The Virtual Tour will include customized photos, video, and interactive web content as well as limited existing MWSU content to highlight campus programs, services, and capture inquiries at an appropriate point in the tour.

**School Overview**

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

**Bid Response Requirements**

All responses must include a point-by-point response to each of the sections below.

Failure to respond to all sections may be grounds for rejection of the proposal. MWSU reserves the right to request additional information and /or presentations, if clarification is needed. This request does not obligate MWSU to complete the proposed project and MWSU reserves the right to cancel this solicitation if it is considered to be in its best interest.

**Proposals will address ability of the Vendor to provide the following services:**

Provide a brief (2 paragraphs) introduction of your company and your approach to virtual tours. Outline how you are innovative within the virtual campus tour space.

Develop concise affirmation or response (no more than a paragraph each) to the following features:

1. User Experience

* Immersive virtual campus tour experience with 360-degree photo and video walk through
* Comprehensive campus tour covering key destinations – what is the number of destinations proposed and the features associated with the destination.
* Innovative interface with intuitive design
* Reliable and highly responsive platform
* Consistent and coherent interface among various modules
* Hot Spots embedded into 360 photos
* Interactive elements may innovative approaches using maps
* Audio guide with the ability to have multiple languages (at minimum to include Spanish)
* Customizable Call to Action, including information capture and redirects
* Ability to view on both the web and mobile devices
* Unlimited Sessions per User

2. Confirm or Clarify Technical Capabilities included in the Service

* Describe content development plan. Full-service solutions are preferred.
* Unlimited asset storage
* Platform support, platform availability, responsiveness, security, and disaster recovery in line with industry best practices and standards. Platform security should include but not be limited to platform auditing intrusion monitoring and appropriate data encryption
* The proposed solution should be mobile accessible.
* The proposed solution is preferred to be ADA compliant. Outline how your solution incorporates assistive technology to offer a virtual tour and virtual experience for those with disabilities.
* The platform shall support most recent versions of multiple web browsers, including at least Chrome, Firefox, Edge, and Safari. Please list the browser versions supported. Please note any browser-specific limitations to the functionality provided by the platform.
* Provide reporting capabilities that enable real-time ROI calculations and provide end-to-end user journey tracking, including identifying tour stops that garner the most engagement time, allowing the University to optimize recruitment outreach further. Please describe in detail how you will deliver this feature.
* Confirm that the Vendor’s information security policies are documented and available to clients upon request.
* The Vendor must explain internal company protocols regarding the handling of MWSU data.
* The Vendor agrees that, even if the proposed solution is hosted by the Vendor, data housed in the platform remains the sole property of MWSU and cannot be used in any way not explicitly approved by MWSU.

3. Support

* Describe Vendor support post-implementation.
* Describe implementation consulting, including current and future integrations.
* Outline the technical and/or platform administration training.

4. Reporting

* Outline reports included, i.e., Visitor Reporting, Inquiry Reporting, and Performance metrics.
* Inquiry and Information Capture on the tour that can integrate with Slate CRM. Outline implementation requirements from MWSU.

5. Implementation

* External campus photos and videos must be completed by October 13, 2023 with earlier dates preferred.
* Proposed implementation plan including all professional services being provided to the University; include a schedule illustrating your understanding of the deliverables required with realistic milestones.
* Beyond scheduling for on campus photos and videos, precisely outline the technical requirements and time commitment of University staff to implement this solution.

**Vendor Instructions**

* Proposals may not be accepted if the RFP number is not on the outside of the envelope.
* Proposals must be prepared in accordance with Submission Material (described below). Those proposals, which are not in compliance, may be deemed non-responsive.
* The last day for questions regarding this RFP is 12:00 p.m. Central Time, September 15, 2023. These questions should be submitted to [purchase@misssouriwestern.edu](mailto:purchase@misssouriwestern.edu).
* RFP should be submitted no later than September 22, 2023 2:00 p.m. Central Time to:

Missouri Western State University

Purchasing, Popplewell Hall 221

4525 Downs Drive

St. Joseph, MO 64507

**Submission Materials**

ELECTRONIC AND/OR FAXED COPIES WILL NOT BE ACCEPTED. Responses must be signed and sealed in mailing envelopes with the Vendor’s name and address clearly written on the outside. The Request for Proposals Bid Number (RFP24-043) shall also be clearly marked on the outside of the envelope or package. The following items should be mailed to MWSU by September 22, 2023 no later than 2:00pm.

* Invitation to Bid Page: Complete the required Vendor contact information for RFP24-043.
* 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.
* Beginning on page 2 provide detailed responses to each point addressed in Proposal Section.
* References (3) specifications found on page 6.
* Pricing: Include page 7, pricing page to provide a brief overview of your proposal pricing.
* Addendum: Include any addendums for verification of receipt.
* Current signed and dated W-9
* Include one (1) original proposal
* Include USB Drive with entire proposal and any relevant demonstration videos that highlight unique features or provide a demonstration of your software

**Proposal Term & implementation**

MWSU requests prorated amount beginning October 1, 2023 to June 30, 2024 to which will align with our fiscal year. The full multi-year contract will begin on July 1, 2024 and will run for three (3) years until June 30, 2027.

Upon mutual agreement by the vendor and MWSU, the contract may be renewed by MWSU for an additional two (2) years (ending June 30, 2029) following the initial three (3) year contract period.

**Evaluation and Selection**

Proposals from vendors who meet the minimum qualifications will be evaluated the Selection Review Committee. Final decisions will be based on the Review Selection Committee’s assessment of the best use of limited dollars and potential return on investment.

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:

* Ease of use of the software and alignment of components to the University’s needs
* References provided by prior and current customers of the Vendors
* Proven results for other universities

**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 with timeline implementation
* Audience size

**rfp TIMELINE**

* RFP Issued August 31
* Deadline for Submission of Questions September 15
* RFP Open Date September 22
* Presentations by Finalists (if requested by committee) week of September 25
* Selection Committee Recommendation No later than Sept. 29
* Contract Awarded October 1

**On campus or ZOOM interviews**Finalists may be interviewed on campus or via Zoom (1 hour limit for presentation), allowing vendors to present a summary of their qualifications and proposals.



**PRICING SHEET FOR RFP24-043**

VIRTUAL CAMPUS TOUR

Prorated pricing (10-1-23 to 6-30-24) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

First year pricing (7-1-24 to 6-30-25) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Second year pricing (7-1-25 to 6-30-26) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Third year pricing (7-1-26 to 6-30-27) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Optional Fourth year (7-1-27 to 6-30-28) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Optional Fifth year (7-1-28 to 6-30-29) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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.

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

MWSU reserves the right to award to the bidder whose proposal complies with all mandatory specifications and requirements and is the best proposal for services.

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

Authorized Vendor Signature

Printed Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_