

UNIVERSITY OF CALIFORNIA, MERCED



REQUEST FOR PROPOSAL # UCM1042CD

for

Graduate Enrollment Planning

ISSUE DATE: February 11, 2013
DUE DATE: March 15, 2013
TIME: 4:00 p.m. (PT)

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1. *Bidder Inquiry Form*
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1 RFP Background and Intent

1.1 Organizational Context and Background

1.1.1 University of California

Founded as the state's first and only land grant institution in 1868, the University of California is a system of 10 campuses with approximately 180,000 undergraduate and graduate students. The official research arm of the State of California, UC has five medical schools, four law schools and the nation's largest continuing education program. It also manages three national laboratories that are engaged in energy and environmental research and approximately 130,000 acres of natural habitat in California for research, teaching and outreach activities. The University's fundamental mission is teaching, research and public service.

1.1.1 University of California, Merced

UC Merced ("University" or "UCM") opened September 5, 2005 as the 10th campus in the University of California system and the first American research university of the 21st century. The campus significantly expands access to the UC system for students throughout the state, with a special mission to increase college-going rates among students in the San Joaquin Valley. It also serves as a major base of advanced research and as a stimulus to economic growth and diversification throughout the region. Situated near Yosemite National Park, with a current population of approximately 5,800 students, the University is expected to grow rapidly, topping out at approximately 25,000 students within 25 years.

1.1.2 RFP Background

Now in its eighth year of operation, UC Merced wishes to accelerate the process of establishing regionally, nationally and internationally recognized research programs in the great tradition of the University of California system. Integral to this process is the ability to attract and recruit a strong cadre of graduate students. Our intent is to increase the size, quality and diversity of the graduate-student applicant pool through an informed, data-driven process that will generate sustainable results.

1.2 Intent

The University of California, Merced invites proposals from qualified suppliers to furnish professional services to the University of California ("UC"), in accordance with the requirements defined throughout this RFP.

We are specifically interested in soliciting proposals from consulting firms with expertise in higher education that will assist UC Merced in achieving this recruiting objective. Our intent is to increase the size, quality and diversity of the graduate-student applicant pool through an informed, data-driven process that will generate sustainable results.

2 Instructions to Bidders

2.1 Issuing Office and University Contact

This RFP is being issued by the University Purchasing Department which is the only office authorized to change, modify, clarify, etc., the provisions of this RFP and to award any contract(s) resulting from the RFP.

All communications, including any requests for clarification, concerning this RFP shall be directed to the designated RFP Administrator.

2.2 Schedule of Events

Listed below are the key action dates/times for this RFP. If the University finds it necessary to change any of the dates as indicated below, an addendum to the RFP will be issued.

Release of RFP.....February 11, 2013

Deadline for Questions regarding RFP.....February 20, 2013

Proposal Due Date.....March 15, 2013

Note: The above dates are subject to change at the option of the University.

2.3 Proposal Receipt

Proposals are to be addressed and delivered as follows:

One (1) original hardcopy and Three (3) soft copies (e.g., CD, flash drive, etc.) to:

Cindi Deegan
Executive Director of Business Services
UC Merced
1715 Canal Street
Merced, CA 95340
Phone: (209) 228-4083

Proposals shall be in a sealed envelope marked:

Name of Bidder
RFP Number UCM1042CD
Date and Time Proposal Due

No telephone, email, or facsimile proposals will be considered. Proposals received after the time for closing will be returned to the bidder unopened.

2.4 Bidder Questions

Bidders are expected to exercise their best professional independent judgment in analyzing the requirements of this RFP to ascertain whether additional clarification is necessary or desirable before responding. If there are any discrepancies in, or omissions to the RFP, or if there are any questions as to any information provided in the RFP or by any other source, a request must be submitted via email or fax for clarification, interpretation or correction by the date listed above. Such inquiries must be directed to the buyer listed below. The University may be unable to respond to inquiries received too close to the bid submission deadline to permit a timely and comprehensive reply to all prospective Bidders.

Questions regarding this RFP must be submitted using the attached "Bidder Inquiry Form" no later than February 20, 2013. Please submit via email (preferred) or fax to:

Cindi Deegan
UC Merced Purchasing Department
Fax : (209) 228-4083
cdeegan@ucmerced.edu

2.5 Restriction on Communications

Except for the designated contacts listed above, Bidders are not permitted to communicate with University staff regarding this solicitation during the period between the Request for Proposal issue date and the announcement of awards, except during:

- Oral presentations and site visits, if conducted.

If a Bidder is found to be in violation of this provision, the University reserves the right to reject their proposal.

2.6 Proposal Format and Required Submittals

Bidders are to provide a written proposal addressing the full scope specified under this RFP.

Proposals shall be submitted in the following format. Proposals in any other format will be considered informal and will be rejected. An individual authorized to extend a formal proposal must sign all proposals. If the Bidder fails to provide any of the following information, the University may at its sole option, ask the Bidder to provide the missing information or evaluate the proposal without the missing information.

Proposals should include all of the elements listed, be clearly indexed and assembled (in accordance with the numbers and order listed below) and reference the corresponding RFP Sections and paragraphs.

1. Table of Contents - Proposals should include a table of contents with page numbers with sufficient detail to facilitate easy reference to all requested information.
2. Signed Proposal Certification - RFP Section 7.

3. Introduction and Executive Summary - This section should present an introduction and general description of the company's background, nature of business activities, and experience; identifying and substantiating that it is well-qualified to provide the requested services for the University.
4. Narrative Response as required by RFP Section 3.
5. Cost Sheet - RFP Section 6.
6. Terms and Conditions Acceptance - Indicate acceptance/compliance with all items in RFP Sections 4.
7. Supplementary Information and Additional Comments as desired.

2.7 Proposal Modifications or Withdrawal

No modification of submitted proposals will be permitted in any form. Any proposal may be withdrawn prior to the time set for the receipt of proposals. No proposal shall be withdrawn for a period of (90) ninety calendar days thereafter.

2.8 Bidder Representation

Each bidder, by submitting a proposal, represents that he/she has:

- Read and completely understands the RFP and associated documents.
- Based the proposal upon the requirements described in the RFP.

2.9 Complete Proposals

All bids must be full and complete at the time of bid opening.

2.10 Amendments to RFP before Due Date

No individual is authorized to amend any part of this bid in any respect, by an oral statement, or to make any representation of interpretation in conflict with provision of this RFP prior to the proposal submission date. However, if necessary, supplemental information in addenda form will be provided to all prospective Bidders who have received this RFP from The University Purchasing Department. Failure of any Bidder to receive such addenda shall not relieve the Bidder from any obligation under their bid as submitted. All addenda so issued shall become part of this RFP.

2.11 Firm Proposals

All Proposals shall be firm and fixed for 90 days following the deadline for RFP submissions, or until a contract is signed, whichever comes first.

2.12 Minimum Bidder Qualifications

The University believes that the previous experience, financial capability, expertise of personnel, and related factors are important in assessing the Bidder's potential to successfully fulfill the requirements defined in this solicitation

- 2.12.1 Bidders must be able to demonstrate the capability of providing the required services by possessing adequate available resources, including personnel and facilities.
- 2.12.2 Bidders must have the ability to obtain the necessary insurance (ref.: Article XI of the attached University of California Professional Services Agreement).
- 2.12.3 Bidders must possess all trade, professional, or business licenses as may be required by the work contemplated by this RFP.
- 2.12.4 Bidders must operate within the guidelines of all federal and state labor codes.

In addition to the information required above, the University may request additional information either from the bidder or others, and may utilize site visits and bidder presentations, as reasonably required by the University to verify the bidder's ability to successfully meet the requirements of this RFP.

2.13 Post-Qualification and Supplier Interview or Site Visit

All Proposals submitted from suppliers, who have not been pre-qualified, as a supplier to the University will be subject to post-qualification. Qualified status is based on such factors as financial resources, past performance with the University of California, delivery capability, experience, organization, personnel, technical skills, operations controls, equipment, facilities, quality control and other related factors which may be an indicator of a supplier's ability to perform.

3 Program Requirements

This section sets forth specific product and service requirements. Proposals must address all of the listed requirements in the order presented with a response acknowledging an understanding of the requirements and the bidder's approach to fulfilling the requirements.

3.1 Overview

UC Merced wishes to accelerate the process of establishing regionally, nationally and internationally recognized research programs in the great tradition of the University of California system. Integral to this process is the ability to attract and recruit a strong cadre of graduate students. Our intent is to increase the size, quality and diversity of the graduate-student applicant pool through an informed, data-driven process that will generate sustainable results.

The University is specifically interested in soliciting proposals from consulting firms with expertise in higher education that will assist UC Merced in achieving this recruiting objective.

We are seeking a solution that will support the development of our strategic and tactical enrollment and marketing efforts. In particular, the university wishes to explore opportunities for recruiting high-achieving students outside traditional markets, by the most cost-effective means available given current technologies and media.

3.2 Bidder Background/Experience

Provide information regarding your firm's background, market expertise and experience as it relates to our initiative, and how it will benefit the University to contract with your firm. Please address the following in your response:

- 3.2.1 Overview of your firm and the work you do in higher education
- 3.2.2 Your company's experience (domestic and international) particularly in graduate-student recruiting and academic- portfolio marketing.
- 3.2.3 Complete and submit the attached University's Business Information Form.
- 3.2.4 Provide a copy of your audited financial statements for the last two years. (Note that this is only required with the "original" hard copy of your proposal.)
- 3.2.5 Your company's products and services specific to graduate enrollment
- 3.2.6 The amount of time spent working on prior related projects
- 3.2.7 Bios/resumes of consultants and analysts who would be key partners in working on this initiative
- 3.2.8 Case studies of previous related projects the firm has worked on
- 3.2.9 Names of colleges and universities you have worked with that would be considered peers or aspirants of UC Merced, (including Institution name, contact person, phone and email address). Provide overview of projects accomplished that are similar in size and scope.
- 3.2.10 Data sets, benchmarks and best-practice data you have access to that can benefit UC Merced in this initiative

3.3 Methodological Approach

Please provide detail on how your firm will approach conducting a market analysis and developing a strategy for graduate enrollment, including but not limited to addressing the following:

- 3.3.1 What market research would you suggest conducting?
- 3.3.2 What on-site and off-site work at the university would need to be completed?
- 3.3.3 What are the key questions you would suggest need to be answered?
- 3.3.4 Which audiences need to be engaged at the university and in the market?

3.4 Outcomes to the Engagement

Please outline the outcomes from the engagement, including, but not limited to:

- 3.4.1 What types of recommendations would you provide?
- 3.4.2 What level of strategy and planning can you outline for us?
- 3.4.3 What will the physical deliverables be?

3.5 Continued Support

Please outline any continued support you propose to provide after the deliverables have been received.

3.6 Proposed Timeline and Work Plan

Submit a timeline and work plan to accomplish the scope of work defined in this Request for Proposal. The work plan should include time estimates for each milestone/deliverable and the resource(s) to be assigned. Where possible, individual staff members should be named and their titles provided.

4 Terms and Conditions

4.1 Professional Services Agreement

The terms and conditions governing any contract resulting from this RFP shall be pursuant to those contained in this document as well as those contained in the "University of California Professional Services Agreement (PSA), sample attached.

4.2 University of California Employees

All proposals must indicate any/all known University of California employees and/or near relatives who hold a position in your organization or have been engaged as a consultant for your organization within the last two years. Also indicate any known University of California employees or near relatives that own or control more than a ten percent (10%) interest in your organization. If there are none, so state.

4.3 Conflict of Interest

- Supplier shall not hire any officer or employee of the University to perform any service covered by this agreement.
- Supplier affirms that to the best of her knowledge there exists no actual or potential conflict between Supplier's family, business, or financial interest and the service provided under this agreement, and in the event of change in either private interests or service under this agreement, any question regarding possible conflict of interest which may arise as a result of such change will be raised with the University.
- Supplier shall not be in a reporting relationship to a University employee who is a near relative, nor shall the near relative be in a decision-making position with respect to the Supplier.

4.4 University's Right to Reject or Modify

Selection of a proposal does not mean that all aspects of the proposal(s) are acceptable to the University. The University reserves the right to negotiate the modification of the proposal terms and conditions prior to the execution of a contract, to ensure a satisfactory procurement.

4.5 Supplemental Terms and Conditions/Modifications

Any supplemental terms or conditions, or modification or waiver of these terms and conditions must be in writing and signed by Supplier and University.

4.6 Disclosure of Records

All bids, supporting materials, and related documentation will become the property of the University.

This RFP, together with copies of all documents pertaining to any award, if issued, shall be kept for a period of five years from date of contract expiration or termination and made part of a file or record which shall be open to public inspection. If the response contains any trade secrets that should not be disclosed to the public or used by The University for any purpose other than evaluation of your approach, the top of each sheet of such information must be marked with the following legend:

“CONFIDENTIAL INFORMATION”

All information submitted as part of the bid must be open to public inspection (except items marked as trade secrets and considered trade secrets under the California Public Records Act) after the award has been made. Should a request be made of The University for information that has been designated as confidential by the bidder and on the basis of that designation, the University denies the request for information, the bidder may be responsible for all legal costs necessary to defend such action if the denial is challenged in a court of law.

4.7 Form of Agreement

The contents of this RFP (including the attached appendices as appropriate), RFP Addenda, and the proposal document of the successful Supplier shall become contractual obligations as part of the Contract if acquisition action ensues. Failure of successful Supplier to accept these obligations in a contractual agreement shall result in cancellation of award. The University reserves the right to negotiate provisions in addition to those stipulated in this RFP or proposed by Supplier for the purpose of obtaining the best possible offer.

4.8 Performance Standard

All work performed shall be first-class in every respect and shall conform to the highest standards of the industry.

4.9 Marketing References

The successful bidder shall be prohibited from making any reference to University, in any literature, promotional material, brochures, or sales presentations without the express written consent of the University.

4.10 Proprietary Information

Any restrictions on the use of data contained in a proposal must be clearly stated in the proposal itself. Proprietary information submitted in response to the Request for Proposal will be handled in accordance with applicable University of California procurement regulations the Public Records Act. Data contained in the proposal, all documentation provided therein, and innovations developed as a result of these contractual services cannot be copyrighted or patented by Suppliers. All data, documentation, and innovations become the property of the University.

4.11 Insurance Requirements

Prior to the commencement of any work under this contract, the Supplier shall provide evidence of current insurance pursuant to attached University of California PSA, Section XI.

4.12 Audit Requirement

Any agreement resulting from this RFP shall be subject to an examination and audit by the University and the State of California for a period of three (3) years after final payment. The examination and audit shall be confined to those matters connected with the performance of the agreement, including but not limited to the costs of administering the agreement.

4.13 Terms Included and Order of Precedence

In submitting a proposal in response to this RFP, Bidder acknowledges that this RFP, including all appendices and attachments, and including service, financial and program specifications and terms and conditions will be incorporated in its entirety in any award issued in response to this RFP. Other documents to be incorporated in the Agreement shall include the Bidder's entire proposal, including all brochures, attachments and supplementary information. However, in the event of any conflict between the RFP and the bid, the terms of this RFP shall control, and govern any matter set forth therein that is not explicitly modified, added or deleted by the provisions of the subsequent Agreement.

5 Proposal Evaluation and Contract Award

This solicitation, the evaluation of proposals, and the award of any resulting contract shall be made in conformance with applicable University policies and State of California law. The University reserves the right to withdraw this Request for Proposal at any time. All documents submitted to the University UC on behalf of this RFP will become the exclusive property of the UC system and will not be returned.

Any contract(s) resulting from this Request for Proposal will be awarded to the responsive and responsible bidder whose proposal, in the opinion of the University, offers the greatest benefit to the University when considering the total value to be delivered, including, but not limited to, the quality of professional services offered and the total cost of the contract to the University.

The University will examine each proposal to determine the effectiveness of the proposal in meeting its requirements. In addition to the materials provided in the proposals, the University may request oral presentations and/or additional information.

Factors that will be used to evaluate proposals include:

- Methodology and Approach
- Proposed Program Outcomes and Deliverables
- Breadth and Depth of Relevant Experience
- Quality of Key Personnel Proposed for this Contract
- Resources and Service Commitments
- Proposed Timeline
- Costs

5.1 Contract Award in Best Interest

The University and/or University reserves the right to accept or reject proposals on each item separately or as a whole, to reject any or all proposals without penalty, make multiple awards or no award, to waive any informalities or irregularities therein, and to contract as the best interest of the University may require in order to put an agreement in place which best meets the needs of the University, as expressed in this RFP. The University reserves the right to negotiate the modification of proposed prices, terms and conditions with the bidder offering the best value to the University, in conjunction with the award criteria contained herein, prior to the execution of a contract to ensure a satisfactory contract.

5.2 Bidder Reference Checks

The evaluation committee reserves the right to contact, interview and evaluate the Bidder's references; contact any Bidder to clarify any response; contact and interview any current users of a Bidder's services; solicit information from any available source concerning any aspect of a proposal; and seek and review any other information deemed pertinent to the evaluation process.

6 Cost Sheet

6.1 Compensation

The University expects to award this business to a single partner. Firms are requested to provide a proposed total program price composed of the following elements:

1. **Time and Materials** (inclusive of all costs). Provide pricing for your proposal in the form a proposed Time and Materials budget with resource estimates and a rate card for additional resources.
2. **Project Fixed Fee** (inclusive of all costs). A fixed fee price for the proposed scope of work.

6.2 Price Protection

All prices and rates quoted shall be firm through the contract term.

7 Bidder Certification/Signature Page

AUTHORIZED SIGNATURE: The proposal must be signed with the full name and address of the Bidder; if a co-partnership, by a member of the firm with the name and address of each member; if a corporation, by an authorized officer thereof in the corporate name.

As a supplier of goods and services to the University, I/we certify that racially segregated facilities will not be maintained nor provided for employees at any establishment under my/our control, and that I/we adhere to the principals set forth in Executive Order 11246 and 11375, and undertake specifically to maintain employment policies and practices that affirmatively promote equality of opportunity for minority group persons and women, to take affirmative steps to hire and promote women, to take affirmative steps to hire and promote women and minority group persons at all job levels and in all aspects of employment, to communicate this policy in both English and Spanish to all persons concerned within the company, with outside recruiting services and the minority community at large to provide the University on request a breakdown of our total labor force by ethnic group, sex, and job category, and to discuss with the University our policies and practices relating to our affirmative action program.

The below-named individual, submitting and signing this proposal, verifies that he/she is a duly authorized officer of the company, and that his/her signature attests that all items and conditions contained in this Request for Proposal, for Proposal number UCM1042CD are understood and accepted.

DATE

AUTHORIZED SIGNATURE

COMPANY NAME

ADDRESS

CITY/STATE/ZIP CODE

PRINT NAME OF AUTHORIZED SIGNATURE

TELEPHONE NO.

E-MAIL ADDRESS

8 Attachments

1. Bidder Inquiry Form
2. Professional Services Agreement (Sample)
3. Business Information Form