



South Orange County Community College District

**RFQ&P No. 3865-2021:
Student Relationship Management (SRM) Software and Services**

Addendum No. One (1)

September 13, 2021

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Note:

All documents remain unchanged except section or parts added to, revised, deleted and/or clarified by this Addendum.

1. The responses to the Requests for Information received as well as the responses to the questions asked during the optional pre-proposal meeting on September 10, 2021 are shown below:

Q1: Espire has registered office in US and development centre in India. All development work will be done from our India development Centre. I hope this fine?

A1: Our preference is to work with local resources.

Q2: What is the approximate budget for the project?

A2: Until a product and implementation partner has been awarded, we are unable to provide a budget.

Q3: Has SOCCCD identified a budget for this initiative, and if so, is it possible to share? Is there a price above which proposals would not be accepted?

A3: Until a product and implementation partner has been awarded, we are unable to provide a budget.

Q4: Did SOCCCD evaluate solutions that could meet its requirements through vendor presentations leading up to the RFP release? If so, what types and names of solutions and vendors were evaluated.

A4: No.

Q5: Can SOCCCD share who will be on the evaluation committee for this RFP? Who has the authority to sign the proposal and how do they make decisions?

A5: The evaluation committee consists of a diverse group of individuals from the District and both colleges representing faculty, staff, technology, and management. The committee will be

responsible for evaluating and recommending a product and implementation partner based on the established evaluation criteria as identified in the RFQ&P. The contract recommended for award will be presented to the Governing Board for approval which will be later executed by the Vice Chancellor of Business Services.

Q6: Does SOCCCD have an implementation team or group in mind that will support from SOCCCD and from each college? If so, what roles are included in that group?

A6: The creation of any internal implementation team(s) will be based on best practice recommendations from the selected implementation partner.

Q7: What strategic challenges is SOCCCD looking to address through this RFP? Are there specific goals SOCCCD is looking to achieve? And in what time period?

A7: The Student Relationship Management Project (SRM) is intended to enhance our colleges' engagement with both current and prospective students throughout their entire student lifecycle. We are looking for capabilities that allow us to: manage student engagement; store metrics for engagement initiatives; mine information to analyze efficacy of engagement initiatives, with the primary goal of increasing student success. The goal is to address all objectives and deliverables identified in the RFQ&P within the timelines identified in the awarded contract (i.e. the engagement partner who presents the best fit to all stated requirements) and once the services are rendered all initiatives will be ongoing in nature.

Q8: What are some challenges unique to SOCCCD (and Irvine Valley College and Saddleback College specifically) that you think proposing vendors should be aware of as they compose their responses?

A8: The District is looking for a solution that has the capability to configure and implement initiatives that embody a seamless student experience at both the District and College level. Our students may take classes at any of the colleges in the District, so it is important they are provided with a unified experience for District-level engagement initiatives and a unique college experience for College-specific engagement initiatives.

Q9: Does SOCCCD have a preferred "go live" date? When would SOCCCD expect to begin realizing the benefits from the selected solution?

A9: All proposers are required to present a detailed Project Management Plan as part of the response to Proposal Form D. The District will work with the firm chosen to be the selected partner to determine a reasonable implementation and release schedule. The goal for this project would be to garner the benefits from the project's objectives and deliverables during (if possible) and/or immediately upon implementation and rollout which should grow over time.

Q10: Describe how SOCCCD measures success. What metrics is SOCCCD looking to impact with this partnership?

A10: Success shall be the accomplishment of all the goals, objectives and deliverables identified in

the RFQ&P within the timelines and budget identified in the awarded contract (i.e. the engagement partner who presents the best fit to all stated requirements).

Q11: How many degree programs/certificates does each college have in total?

A11: Please refer to the Saddleback and Irvine Valley Colleges' websites.

Q12: What other technologies do your student service departments leverage and plan to continue leveraging? (e.g., for financial aid, tutoring, career services, disability/DSPS services, degree audit, degree planning, student conduct/behavior, appointment/scheduling, other critical homegrown/3rd party solutions for integration?)

A12: Homegrown SIS and homegrown data warehouse with a number of third-party systems for various student and instructional services.

Q13: How many internal and external users will be using the system? What is the anticipated number of users that will need to be trained?

A13: User counts are not known at this time. Users will need to be trained for administrative, operational, and support purposes.

Q14: What members of staff will be involved in this implementation? How much of their time will be dedicated to this implementation?

A14: An internal implementation team(s) will be assembled based on best practice recommendations from the selected implementation partner. Level of engagement will be accommodated as need arises.

Q15: What is the technical capacity of your team for this project? Do you have any team members that know Salesforce? How many people? What is their level of technical ability?

A15: Team members are highly skilled at .NET/SQL Server software development. District IT does not have any staff members who are familiar with Salesforce.

Q16: Are you open to a phased approach for this project? If yes, what are the key scope items that you would need to prioritize first?

A16: Yes. Outreach and Onboarding.

Q17: Could you give insight into the budget parameters we will need to consider while developing our solution for this project?

A17: Until a product and implementation partner has been awarded, we are unable to provide a budget.

Q18: Aside from the home-grown systems referenced within the RFP, what else makes up your current technical stack?

A18: Homegrown SIS and homegrown data warehouse with a number of third-party systems for various student and instructional services.

Q19: Is there a compelling event that has made this project necessary? If yes, are there any specific deadlines that need to be met?

A19: There is no compelling event driving this project.

Q20: Will this project be executed in an existing instance of Salesforce or net new? Is EDA installed? If so, how long has it been used for?

A20: No.

Q21: How many departments will this implementation support?

A21: We anticipate that the SRM will be used across most of the Student Services, Business Services, Institutional Research, and Instructional Services.

Q22: What is your institution's academic calendar (e.g., semesters, trimesters, quarters)?

A22: Semesters. Please refer to the college websites for the full academic calendars.

Q23: What do you use for SSO / IDM?

A23: ADFS

Q24: Please confirm systems of record in use today (e.g., CRM / database, third party tools, and other systems of record such as Excel). We're looking to understand what data needs to be migrated to the SRM. What data sources (e.g., your SIS, Excel) would we use to map data to the SRM? What data would you need to get started with?

A24: The primary system of record is SIS and Canvas along with other systems, we do not have an existing SRM. Outreach data (regarding prospective students) is currently in spreadsheets and shadow systems. We do not anticipate moving data from SIS but rather integrating with the SIS.

Q25: What types of data would you need to migrate to the SRM (e.g., students, courses, programs, departments, etc.)? What is the quality of data today? Are there duplicates or non-standardized data?

A25: There are multiple data sources that will need to be seeded into the SRM as part of the implementation. Discovery will need to be conducted to determine the inventory of data sources and actual data that needs to be migrated. We would prefer that data be integrated rather than

migrated for data that already has existing systems of record.

Q26: Are you using any quality or data enrichment tools today?

A26: Yes, for SIS and the data warehouse.

Q27: What is the volume of data that needs to be migrated to the SRM? Roughly, how many data points / fields will be migrated over to the new system for each contact? (Examples of data points include name, email, phone number, program of interest, etc.)

A27: Discovery will need to be conducted to determine the volume.

Q28: Do you have a data dictionary / documentation for your SIS?

A28: No.

Q29: Does your institution have existing integration tools that will be used for this project?

A29: No.

Q30: Are you looking to purchase a new integration platform or middleware?

A30: No.

Q31: Do you have internal resources who will be performing integration development on this project or are you looking for ToD to fully complete the integration?

A31: We have internal resources who are capable of performing integration development. We would prefer to have the implementation partner develop the necessary integrations.

Q32: Do you want your run time to be Cloud based or on local servers?

A32: Cloud based is preferred.

Q33: Do you have IT support to manage your internal infrastructure?

A33: Yes.

Q34: For the existing District systems that will need to be integrated:

- Please describe the system that will need to be integrated.
- Will this system be used for one-way integration or bi-directional?
- Is this system a cloud based solution or situated on-premise (on a local server that will need network access)?
- Does this system have existing APIs and associated documentation?
- What frequency will be needed for this system (near real-time, hourly batch process, daily

batch process or one time load)?

- How many APIs / tables / objects will be integrated from this system?
- Please describe the integrations that need to be performed from this system.
- Will we need to perform a one-time data migration of the existing data of this system?
- Does the system have issues with data duplication?
- Is there an internal business admin or SME for this system who will be dedicated to this Project?
- Is there an internal technical resource for this system who will be dedicated to this project?
- Does this system have any known restrictions or existing issues (maximum number of daily API calls, API throttling, etc.)?
- Is this system production ready and currently being used by the business?

A34: Responses are shown below:

- Please describe the system that will need to be integrated.
 - This information is addressed in the RFQ&P.
- Will this system be used for one-way integration or bi-directional?
 - The system will be used for both one-way and bi-directional integrations depending on the data. The District intends to have an in-depth discovery process during which time this requirement will be reviewed and addressed.
- Is this system a cloud based solution or situated on-premise (on a local server that will need network access)?
 - The SIS is on-premise.
- Does this system have existing APIs and associated documentation?
 - No.
- What frequency will be needed for this system (near real-time, hourly batch process, daily batch process or one time load)?
 - The District intends to have an in-depth discovery process during which time this requirement will be reviewed and addressed.
- How many APIs / tables / objects will be integrated from this system?
 - The District intends to have an in-depth discovery process during which time this requirement will be reviewed and addressed.
- Please describe the integrations that need to be performed from this system.
 - Student information.
- Will we need to perform a one-time data migration of the existing data of this system?
 - Yes, however the extent of the data migration is currently unknown.
- Does the system have issues with data duplication?
 - Unknown.
- Is there an internal business admin or SME for this system who will be dedicated to this Project?
 - Yes.
- Is there an internal technical resource for this system who will be dedicated to this project?
 - Yes.
- Does this system have any known restrictions or existing issues (maximum number of daily API calls, API throttling, etc.)?

- No.
- Is this system production ready and currently being used by the business?
 - Yes.

Q35: Can you please provide more detail and requirements about the student recruiting system, including outreach and onboarding?

A35: The District intends to have an in-depth discovery process during which time this requirement will be reviewed and addressed.

Q36: Do you need the recruiting system to support multiple entities (Saddleback College, Irvine Valley College, and the District)?

- Can you provide examples of outreach efforts and communications?
- Do you need to manage recruiting and admissions events on the platform?
- Can you describe the types of events you would like the platform to track? E.g., open houses, tours, 1:1 meetings, etc.
- How are virtual events included in the recruitment process currently? What is the future state vision for virtual events?
- Do international students have a different recruiting and onboarding process? What do you need to report on?

A36: See responses below:

- Can you provide examples of outreach efforts and communications?
 - Email campaigns to high school students.
- Do you need to manage recruiting and admissions events on the platform?
 - Yes.
- Can you describe the types of events you would like the platform to track? E.g., open houses, tours, 1:1 meetings, etc
 - All of the above and more.
- How are virtual events included in the recruitment process currently? What is the future state vision for virtual events?
 - Virtual events are offered, but this information is not currently available.
- Do international students have a different recruiting and onboarding process?
 - Yes.
- What do you need to report on?
 - The District intends to have an in-depth discovery process during which time this requirement will be reviewed and addressed.

Q37: Can you please provide more detail and requirements about the student appointment system?

- Do you need the appointment system to support multiple entities (Saddleback College, Irvine Valley College, and the District)?
- What are the various faculty and staff that would need to interact with a student over their student journey?
- What types of appointments would students be scheduling in the system?

A37: See the responses below:

- Do you need the appointment system to support multiple entities (Saddleback College, Irvine Valley College, and the District)?
 - Yes.
- What are the various faculty and staff that would need to interact with a student over their student journey?
 - All Student and Instructional Services staff.
- What types of appointments would students be scheduling in the system?
 - To name a few: counseling, registration, in-person support, tutoring, financial aid, and various other student services.

Q38: Is the main purpose of the chatbot to respond to current student questions? Or are you looking to support prospective student questions too?

A38: Both.

Q39: Can you provide more detail and requirements around case management / coordinated support and cohort tracking?

- Are you looking to support current students through case management or prospective students as well?
- Can you explain the referral process? What information do you need to track?
- Can you provide more details about how the system should support staff / faculty and students knowing a student's next step? Is this process related to enrollment activities or steps to complete their degree, etc.?

A39: See responses below:

- Can you provide more detail and requirements around case management / coordinated support and cohort tracking?
 - Flexible cohort tracking and support is desired.
- Are you looking to support current students through case management or prospective students as well?
 - Both.
- Can you explain the referral process? What information do you need to track?
 - The District intends to have an in-depth discovery process during which time this requirement will be reviewed and addressed.
- Can you provide more details about how the system should support staff / faculty and students knowing a student's next step?
 - The system should have flexible workflow capabilities.
- Is this process related to enrollment activities or steps to complete their degree, etc.?
 - Both.

Q40: Can you please provide more detail and requirements around centralized prospect management?

- What is your current application process? Does application information feed into your SIS? Are you looking to replace your application tool?

- Do you have an application review process currently?

A40: See responses below:

- Can you please provide more detail and requirements around centralized prospect management?
 - The District intends to have an in-depth discovery process during which time this requirement will be reviewed and addressed.
- What is your current application process?
 - CCCApply
- Does application information feed into your SIS?
 - Yes.
- Are you looking to replace your application tool?
 - No.
- Do you have an application review process currently?
 - Yes.

Q41: What processes or operational activities are centralized or shared across entities (Saddleback College, Irvine Valley College, and the District)?

A41: The District intends to have an in-depth discovery process during which time this requirement will be reviewed and addressed.

Q42: Approximately how many emails do you intend to send from the CRM system each day?

A42: Unknown at this time.

Q43: Are you currently using an email or marketing automation system?

A43: Saddleback College uses Constant Contact, Regroup, and Sherpa for email marketing and student communication. IVC uses MyEmma, Regroup and Sherpa for email marketing and student communication.

Q44: Are you looking to implement a marketing automation system and if so, for which parts of the student lifecycle?

A44: Yes, for first inquiry, application, and registration, however we anticipate the selected partner to help determine what parts of the student lifecycle make the most sense. Reminders to register for their second semester would also be helpful.

Q45: How many different departments would use marketing automation?

A45: Unknown at this time.

Q46: Are your marketing teams centralized, or does each campus have separate marketing teams that will access the system? How many end users will be in the marketing platform? Can you please

describe the roles of the marketing users? For example, marketing manager, graphic designer, etc.

A46: Each college has its own marketing team, with each team having 10 or less end users. Below is a sample list of marketing user roles:

- Executive Director of Marketing Creative Services
- Assistant Director of Marketing Creative Services
- Creative Services Lead
- Webmaster
- New Media Marketing Specialist
- Senior Administrative Assistant for the Department

Q47: Are you interested in lead scoring during the recruitment process?

A47: Yes.

Q48: What types of communication journeys do you have in place today?

A48: We call and/or send emails to students who have submitted interest forms, but this is not a well-organized effort at this point. We also send emails and text messages to students who have applied but not enrolled.

Q49: Do you have a need for SMS to be included in student drip campaigns?

A49: Yes.

Q50: What email automation/marketing platform are you currently using? When does your license expire?

A50: Saddleback uses Constant Contact. IVC uses MyEmma.

Q51: What is your current database size (total number of leads/contacts in your system)?

A51: Both colleges have lists, not databases. Total number may be in the hundreds of thousands for prospective students.

Q52: What is the largest email send you will be sending? (We are looking for an estimated number for the largest list size of leads/contacts that would receive one single email from you... i.e. is this 1,000 or 100,000)?

A52: Depending on the nature of communication, the number could vary from tens of thousands to hundreds of thousands.

Q53: How many full users (able to configure the system, update settings/workflows, write reports, use live chat, own cases) do you anticipate will access the solution?

A53: Unknown at this time.

Q54: How many light users (create and update contacts, run/ view pre-written reports, manage communication and events) do you anticipate will access the solution?

A54: Unknown at this time.

Q55: How many chat users do you anticipate will access the solution?

A55: Unknown at this time.

Q56: What is SOCCCD's preferred integration method?

A56: Web Services.

Q57: AI Chatbot - What kind of personalized responses are to be provided by the bot? Could you please provide some samples?

A57: Registration Appointment Date, Student Balance, Financial Aid Award are just some of the examples.

Q58: Live Chat - Do we need the human agent escalation to be handled by the bot? If not, how do you intend to have live agent chat and chatbot sit together on portal?

A58: Unknown at this time.

Q59: Please provide more details on the different channels (Email, Social media, Whatsapp, Text Messaging, etc.) used for students outreach? For example within social media, which are the platforms to be considered? How often are outreach programs or campaigns rolled out?

A59: All social media platforms popularly used in the U.S. are used for student outreach. Outreach programs or campaigns rolled out throughout the year based on the respective program.

Q60: Please share details on examples of the onboarding processes carried out? Are the prospective student application forms expected to be filled and submitted on digital channels or will they be paper based, sent via email or any other?

A60: The matriculation and onboarding process includes orientation, assessment, advisement, and first semester plan. CCCApply is the admission platform, however specific cohorts have different paper application forms that are used to determine eligibility. The prospective student application forms shall be on digital channels.

Q61: Please share more details on the requirements of the appointment system? What type of appointments are considered in scope? How many appointments in a given time period? Is this for interview as one time, each class or course planning or any other? Is there any integration needed

to existing systems for this in terms of availability, etc.?

A61: Appointment for various student services. Configurable appointment settings are required. 2-way integration will be required.

Q62: Please share details on the case management requirements. Will these be related to complaints or other types of cases? Please share details on the type of cases, number/volume of cases raised, etc.

A62: Case management will be used for various student services interactions, for specific cohorts. Metrics are unknown at this time.

Q63: Is SLA and escalation management to be considered in scope for case management?

A63: Unknown at this time. Case management workflow capabilities would be preferred.

Q64: Is there a document management system in place or is this to be considered in scope? If it already exists, is there a need to integrate with the proposed SRM?

A64: The District has an existing document management system. Integration will be necessary if needed.

Q65: Please provide more details on the ask to use data to drive messaging? What are the data sources to be considered for this? Will the master of Student information continue to be the existing SIS?

A65: There may be multiple sources for data that drive student messaging. The existing SIS will remain in place as the system of record for student information.

Q66: Please provide details on what aspects of students' next steps are to be considered? Is this in terms of payment schedule, or course related actions, assignment management, grades, campus placement, etc.?

A66: The District intends to have an in-depth discovery process during which time these requirements will be reviewed and addressed.

Q67: Are we supposed to maintain the multiple colleges under single instance? Do we have the same or different business processes for each of the three colleges? Will the user access for functionalities differ based on the college? Do we have any users that are common across the 3 colleges? If yes, kindly provide details on the number of such users and the type of roles they perform.

A67: At the moment, the District envisions a single instance that can support both colleges. There are several business processes that are both similar and different for both colleges. Functional permissions should be consistent across the two colleges. Data access may be college-specific. Number of users and roles are unknown at this time.

Q68: Where will the students interact for recruitment i.e. View course offered, apply for the program/course, officers to review and screen the application, student selection/rejection, etc. Will they use the existing MySite portal or do we need to build a new portal interface?

A68: MySite portal will remain. College websites will remain. Applications will remain with CCCApply.

Q69: Are we expected to migrate the data from the existing systems? Please provide details on the volume of data, number of years of data, and the source systems for the data that needs to be migrated?

A69: Unknown at this time. The District intends to have an in-depth discovery process during which time these requirements will be reviewed and addressed.

Q70: How many users are expected to use the system (total and concurrently)? This is to get a sense of the overall scale and covering all intended groups.

A70: Unknown at this time. The District intends to have an in-depth discovery process during which time this information will be reviewed and addressed.

Q71: Please share details of languages the system is expected to support.

A71: English primarily. However, it is anticipated that Spanish, Farsi and other languages will be needed as well.

Q72: We understand that there are 7 applications that need to be integrated with the SRM system. Please provide details for the dataflow requirements between the applications. Will the integration between the system be real time or it can be batch processing?

A72: Some data flows will be 1-way, some 2-way. Real-time is preferred. Batch processing can be accommodated when necessary.

Q73: Please provide details on the type of reports and dashboards requirements within the scope. If reporting is required, please share the number and complexity of such reports and dashboards.

A73: Unknown at this time. The District intends to have an in-depth discovery process during which time these requirements will be reviewed and addressed.

Q74: Please share any details on the expected timeline for this implementation and rollout.

A74: The District intends to accomplish implementation as quickly as possible and will be evaluating and selecting a firm that presents the most compatible solution, comprehensive methodology, approach, price and timeline pursuant to the evaluation criteria identified in the RFQ&P.

Q75: Please elaborate the current process for onboarding of International students. Are there any variations in the process based on the country the student is applying/recruiting from?

A75: The District intends to have an in-depth discovery process during which time this requirement will be reviewed and addressed.

Q76: Please share details on the Number of users for Portal and SRM applications.

A76: The number of users is unknown at this time. The District intends to have an in-depth discovery process during which time this information will be addressed.

Q77: Is there any internal dependency for timeline for implementation?

A77: Not that we are aware of at this time.

Q78: For post implementation support, what are the support hours that we need to provide? Are you looking for 8X5, 16X5, 24X7, etc.

A78: Unknown at this time. The District intends to have an in-depth discovery process during which time these requirements will be reviewed and addressed.

Q79: We assume that the L1 Support will be managed by the district and the vendor needs to provide L2 and L3 support. Kindly confirm. (L1 is the Level 1 support by Service Desk, L2 - SME support, L3 - Dev Support). The support would be post go live.

A79: In relation to this question, no assumptions should be made. All proposers shall identify in detail the kind of support (L1, L2, L3, etc.) available to the District post go-live and provide a pricing model that aligns with such support.

Q80: What is your total FTE?

A80: 19-20 Academic Year: SB = 17040; IVC = 10961

Q81: How many applications do you receive annually?

A81: IVC - as of 9/8/21 - 15984 applications, 14631 admitted
Saddleback - as of 9/8/21 - 23331 applications, 21659 admitted

Q82: How many staff/faculty will need super user access to the system (adding new data fields, maintaining profile settings and security, sending bulk broadcast emails)?

A83: Under 50.

Q84: How many everyday staff/faculty users will need access to the system (all other users)?

A84: Unknown at this time.

Q85: Please provide the number of staff that will access the Platform from each department.

A85: Unknown at this time.

Q86: How many marketing/student communication users would there be? If they are in different departments, would they be accessing the same pool of prospective students?

A86: Unknown at this time.

Q87: How many prospects will be used in your marketing campaigns?

A87: Unknown at this time.

Q88: Are you looking to track audience sentiment and discussions across the social media platforms mentioned?

A88: Unknown at this time. The District intends to have an in-depth discovery process during which time these requirements will be reviewed and addressed.

Q89: Is there an Analytics tool in place today, and what data sources outside of the SRM (if any) will the Analytics tool need to pull from?

A89: Yes. The District has a data warehouse where data is stored for analytics. At the moment the District does not envision the SRM sourcing data from any other tool for analytics. However, firms are encouraged to showcase their product's data analytics capabilities if available.

Q90: What is the review and approval process for applicants? How many reviewers are there?

A90: This is not in scope. The application system CCCApply will not be replaced.

Q91: Please split the student advisors between Full Time and Part Time users.

A91: This information is not currently available.

Q92: Please provide common use cases for the SARS application. Are appointments being used for student counseling only or for other appointments as well?

A92: Common uses include but are not limited to counseling appointments, tutoring appointments, and other student services related appointments.

Q93: What is the nature of Case Management/Coordinated Support? Is it only for student advisement or broader. e.g., a call center (laptop support, maintenance issues etc.)?

A93: Call center is not in scope.

Q94: Is the Custom Student Information System API addressable?

A94: Integration via web services is preferred.

Q95: Is SmartSchedule API addressable?

A95: Integration via web services is preferred.

Q96: Is the primary language English?

A96: Yes.

Q97: Does the college need to send out documents for the student to sign electronically?

A97: Yes.

Q98: Do you need an application outside of CCCApply. If so, how many different District application forms are there?

A98: Possibly. Unknown at this time.

Q99: Do you require a knowledge base for self-service?

A99: This information is unavailable at this time.

Q100: How many contacts are each school hosting in their respective email platforms (e.g. Constant Contact and Emma)?

A100: Around 30,000 active contacts for IVC. Information is currently unavailable for Saddleback.

Q101: What is your current CRM and ERP?

A101: For everything student related, the District has a homegrown SIS and for everything HR and Finance related, Workday is the ERP of record. The District does not currently have a CRM.

Q102: What is your current SMS tool? Are you looking to replace Constant Contact and MyEmma with a marketing automation tool?

A102: Regroup is the current SMS tool. There is no immediate need to replace Constant Contact and MyEmma, however the District encourages respondents to showcase their marketing automation capabilities.

Q103: After final pricing discussion you will shortlist only a single firm for the board approval,

correct?

A103. Per Proposal Form C in the RFQ&P:

The District intends to award contract to a single firm that will provide both the software solution along with the implementation services. Should a firm proposing the SRM solution not have implementation services as part of their portfolio of services, they may partner with a third-party implementation services provider. However, such engagement (partnering with a third-party implementation services provider) shall be undertaken under a separate agreement between the SRM solution provider and the implementation services provider. The District will award one contract to the SRM solution provider wherein the third-party implementation services provider shall provide the implementation services in a subconsultant role.

Q104: As you expect to issue the addendum on 9/13 to address several questions, is there a plan to extend the RFP response due date beyond 9/24?

A104: No.

Q105: For Marketing Automation, are you interested in seeing proposals for how student engagement can happen across digital channels? You've mentioned social, website, email, and text so it seems that you are looking for a comprehensive solution. Are there channels that you consider higher priorities than others?

A105: All social media platforms popularly used in the U.S. should be considered for student engagements. There are no preferred channels at this time.

Q106: As the number of users is unknown (for different functionalities) at the time of RFP response from the partners, what is the intent to evaluate the platform cost?

A106: If the firm's pricing structure is based on user count, then proposals shall be submitted based on a tiered pricing schedule.