

Northern New Mexico College



REQUEST FOR PROPOSALS

RFP: #2020-002

Student Messaging Platform Services

Issue Date: Tuesday, February 25, 2020

Due Date: 4:00 p.m. MST, Wednesday, March 25, 2020

Office of Finance and Administration
931 Paseo de Onate
Española, NM 87532

CONTACT: Cheryl James, CPO
505.747.2162
cheryl.james@nmmc.edu

I. INTRODUCTION

A. Purpose of this Request for Proposals

The purpose of the Request for Proposal (RFP) is to solicit fixed-price proposals to establish a contract through competitive negotiations for procurement of student messaging platform services to support Northern New Mexico College's (Northern) strategic enrollment management goals. The awarded service contracts will be for a 12-month period, with option to extend the contract on an annual basis at the same price, terms and conditions for up to three (3) additional years. The budget for this project is estimated at \$4,000 to \$6,500 annually.

Issue Date of Request for Proposal:	Tuesday, February 25, 2020
Due Date of Proposal:	4:00 p.m. MST Friday, March 25, 2020

Northern Point of Contact:	Cheryl James, CPO
	Email: cheryl.james@nnmc.edu
	Phone: (505) 747-2162

Proposals **may be emailed** in PDF format to the Procurement Manager by 4:00pm MST/DST March 25, 2020. Email submissions must clearly indicate that they are in response to the Student Messaging Platform Services RFP: #2020-002.

B. Background Information

Northern is a state-funded institution of higher education, managed by a five member Board of Regents appointed by the Governor of the State of New Mexico. Northern was founded in 1909 by the New Mexico Territorial legislature with an original mission to teach English to Spanish-speaking teachers in the area. Historically, Northern has been a community/technical college, but in 2005, the college began offering four-year degree programs. Currently, Northern is an accredited, two-year and four-year degree granting institution of higher learning and offers degrees in biology, business administration, elementary education, engineering, environmental science, information technology, and nursing. The college primarily serves rural communities within a 40-mile radius of its main campus in Espanola, New Mexico; it also has a branch location in El Rito, NM that is about 30 miles north of its main campus. Northern's mission is to provide accessible, affordable, community-based learning opportunities that meet the educational, employment, and enrichment needs of our culturally diverse region.

C. Scope of Work

Student messaging platform services requested include the following:

1. Provide a two-way text messaging platform that:
 - a. Is designed for the purpose of student engagement in higher education;
 - b. Allows for both automated and manual messaging functionality;

- c. Provides artificial intelligence functionality to allow for custom message fields;
 - d. Provides artificial intelligence functionality to generate automated responses to frequently asked questions;
 - e. Includes unlimited text messaging to between 1,000-5,000 participants; and
 - f. Is compliant with federal guidelines, including FERPA and COPPA.
2. Provide customer and technical support, including:
- a. Hosting and maintaining platform on behalf of the college;
 - b. Platform configuration, testing, training, and implementation;
 - c. Automated message programming; and
 - d. Ongoing account support via phone and email.

Offerors are encouraged to be as responsive as possible to each item above in their response.

D. Submission Requirements

Offerors shall submit only one (1) proposal. The proposal shall be formatted for standard 8 1/2 x 11 paper size, in 12 point type font with page numbers, and organized in the following format:

File A:

- Transmittal Letter;
- Table of Contents;
- Summary of proposed services;
- Response to Mandatory Specifications;
- Supporting material and/or technical documentation; and
- The Campaign Contribution Disclosure Form.
- Any applicable preferences.

File B:

- Itemized proposed fixed costs*, including set-up fees, annual fees, other fees, and hour rates as applicable (i.e. technical support, training, consulting); and
- Offeror's Additional Terms and Conditions (optional).

*All discussion of proposed costs, rates or expenses shall occur only in File B.

Proposals may be emailed in PDF format to the Procurement Manager by the specified time/date. Email submissions must clearly indicate that they are in response to the Student Messaging Platform Services RFP #2020-002.

Please see Section III Specifications for details regarding mandatory specifications.

E. Procurement Manager

Offerors may contact **ONLY** the Procurement Manager regarding this procurement. Other Northern staff and faculty **do not** have the authority to respond on behalf of Northern with regard

to this procurement. Please address all questions and RFP responses to:

Cheryl James, CPO – Procurement Manager
 Northern New Mexico College
 921 N. Paseo de Oñate
 Espanola, New Mexico 87532
 Office Telephone Number: 505.747.2162
 Email: cheryl.james@nmmc.edu

F. Procurement Library

The Procurement Manager has established a Procurement Library. All documents listed in the Procurement Library are hereby incorporated into this RFP by reference. Offerors are encouraged to review the material contained in the Procurement Library by accessing the documents from the Northern’s website at <https://nmmc.edu/home/facultystaff-gateway/business-services/information-on-current-rfp-s/>. Other than Offeror-reproduced copies, materials cannot be removed from the library.

The library contains information listed below:

- RFP and associated Appendixes
- Response to written Offeror questions
- Other relevant documents

II. CONDITIONS GOVERNING THE PROCUREMENT

A. RFP Conditions

Northern reserves the right to accept proposals, in whole or in part that most closely meet the criteria described herein. Northern also reserves the right to cancel this RFP in whole or in part at any time if it is in its best interests. An award will not be based solely on the lowest fee; instead, it will be based on several weighted criteria, as provided herein that will be used to determine the most advantageous offer. The successful Offeror will enter into a service contract with Northern. A sample of the contract is included as Appendix D.

B. Sequence of Events

<u>Action</u>	<u>Responsible Party</u>	<u>Target Date</u>
1. Issuance of RFP	Northern	February 25, 2020 (Tuesday)
2. Last Day to Submit Written Questions	Potential Offerors	5:00 p.m., March 11, 2020 (Wednesday)
3. Response to Written Questions	Procurement Manager	March 13, 2020 (Friday)
4. Deadline for Submission of Proposals	Potential Offerors	4:00 p.m. MDT, March 25, 2020 (Wednesday)
5. Proposal Evaluation	Evaluation	March 31, 2020 (Tuesday)

	Committee	
6. Selection of Finalist(s)	Evaluation Committee	March 31, 2020 (Tuesday)
7. Presentations/Demonstrations	Finalist(s)	April 8, 2020 (Wednesday)
8. Best and Final Offer (if requested)	Finalist(s)	April 10, 2020 (Friday)
9. Anticipated Contract Award	Northern	April 15, 2020 (Wednesday)
10. Protest Deadline	Offerors	April 30, 2020 (Thursday)

C. Explanation of Events

The following paragraphs describe the activities listed in the sequence of events shown in Section II. D., above.

- a. Issuance of RFP: This RFP is being issued on behalf of the Northern on Tuesday, February 25, 2020.
- b. Deadline to Submit Written Questions: Offerors may submit written questions to the Procurement Manager to clarify information presented in this RFP until 5:00 p.m. MST/DST Wednesday, March 11, 2020 as indicated in the sequence of events.
- c. Response to Written Questions: The Procurement Manager will distribute responses to written questions publically by close of business on March 13, 2020 via Northern's webpage at <https://nnmc.edu/home/facultystaff-gateway/business-services/information-on-current-rfp-s/>.
- d. Submission of Proposal: All Offeror proposals must be received for review and evaluation by the Procurement Manager or designee, **no later than 4:00 p.m. MST/DST on Wednesday, March 25, 2020**. Proposals received after this deadline will not be accepted or considered. Pursuant to Section 13-1-116 NMSA 1978, the contents of proposals shall not be disclosed to competing potential Offerors prior to contract award. Proposals may be sent by email in PDF format to the Procurement Manager listed above. The negotiation process is deemed to be in effect until the contract is awarded pursuant to this Request for Proposals.
- e. Proposal Evaluation: An Evaluation Committee will evaluate proposals per the Sequence of Events above. The Evaluation Committee will be appointed by Northern management. During this time, the Procurement Manager may initiate discussions with Offerors for the purpose of clarifying aspects of the proposals if deemed necessary. Discussions shall not be initiated by the Offerors. The most advantageous proposal may or may not have received the most points.
- f. Selection of Finalists: The Procurement Manager will notify finalists and provide a schedule for the presentations/demonstration per the Sequence of Events above.
- g. Presentations/Demonstrations: Finalists Offerors will be required to make an oral presentation/demonstration of their products/services. The Procurement Manager will schedule the time for each Offeror's demonstration/presentation. All presentations will be made via remote access Zoom meeting and limited to a fixed amount of time.
- h. Best and Final Offers: Finalists may be asked to submit revisions to their proposals for the purpose of obtaining best and final offers on the date indicated in the Sequence of Events above.
- i. Contract Award: After Northern management's review and acceptance of a) the Evaluation Committee's recommendation, b) any Contractor requested modifications of the proposed

contract, and/or c) any Contractor specific terms and conditions, an award will be issued on the date indicated in the Sequence of Events, or as soon thereafter as possible. This date is subject to change at the discretion of the Chief Procurement Officer. In the event mutually agreeable terms cannot be reached with the apparent most advantageous Offeror in the time specified, Northern reserves the right to finalize a contractual agreement with the next most advantageous Offeror(s) without undertaking a new procurement process.

- j. Protest Deadline: Any protest by an Offeror must be timely and in conformance with Section 13-1-172 NMSA 1978 and applicable procurement regulations. A Protest Manager has been named in this RFP, pursuant to NMSA 1978, § 13-1-172. ONLY protests delivered directly to the Protest Manager in writing and in a timely fashion will be considered to have been submitted properly and in accordance with statute, rule and this RFP. The 15-calendar day protest period shall begin on the day following the award of contracts and will end at 5:00 pm MST/DST on the 15th day. Written protests must include the name and address of the protestor, the RFP number, a statement of the grounds for protest, (including appropriate supporting exhibits), and it must specify the ruling/remedy requested. Protests received after the deadline will not be accepted. The protest must be delivered to:

Cheryl James, CPO – Protest Manager
Northern New Mexico College
921 N. Paseo de Onate
Española, NM 87532

III. SPECIFICATIONS

A. Mandatory Specifications

Offerors must provide a written response and/or a reference to an appropriate paragraph(s) in supporting technical documentation for each specification. The proposal response must follow the order in which the specifications are listed. All specifications are **mandatory**. Offerors should respond in the form of a thorough narrative to each specification. The narratives along with required supporting materials, will be evaluated and awarded points accordingly.

1. Letter of Transmittal

Each proposal must be accompanied by a completed Letter of Transmittal signed by a person authorized to obligate the company. The letter of transmittal **must**:

- a) Identify the submitting organization;
- b) Identify the name, title, telephone number, and e-mail address of the person authorized by the organization to contractually obligate the organization;
- c) Identify the name, title, telephone number, and e-mail address of the person authorized to negotiate the contract on behalf of the organization;
- d) Identify the names, titles, telephone numbers, and e-mail addresses of persons to be contacted for clarification;
- e) Explicitly indicate acceptance of the conditions governing the procurement (per Appendix B – General Requirements);

- f) Be signed by the person authorized to contractually obligate the organization; and
 - g) Acknowledge receipt of any and all amendments to this RFP.
2. Summary of Proposed Services
Offerors shall submit a summary of proposed services in response to Northern’s student messaging platform service needs as detailed in the Scope of Work.
 3. Offeror’s Higher Education Experience
Offerors shall submit a statement regarding their experience working with higher education intuitions, including experience of subcontractors, if applicable.
 4. Offeror’s Company Experience
Offerors shall submit a statement of relevant company experience, including experience of subcontractors, if applicable.
 5. Offeror’s Company References
Offeror’s proposals shall include three (3) external references from clients who are willing to validate the Offeror’s past performance on similar contracts. The minimum information that shall be provided for each client reference follows:
 - a) Name of the contact person;
 - b) Name of the company or governmental entity;
 - c) Address of the contact person;
 - d) Telephone number of contact person;
 - e) Email address of the contact person;
 - f) A description of the products and services provided and dates the products and services were provided.
 6. Proposed Key Personnel Experience and Qualifications
Offerors shall provide short experience narratives of a Key Personnel who will be performing services under the contract. Narratives(s) should include a thorough description of the individual’s education, knowledge, and relevant experience, as well as certifications or other professional credentials.
 7. Project Plan
Offerors shall submit a project plan, including a milestone chart of tasks to be performed to successfully implement the proposed services.
 8. Samples of Work Products/Tools and Techniques
Offerors shall provide samples of relevant work products provided to previous clients.
 9. Proposal Presentation
If selected as a finalist, Offerors agree to provide the Evaluation Committee with a demonstration of their product/service and the opportunity to interview proposed Key Personnel members. A statement of concurrence is required.

10. Cost

Offerors shall provide itemized proposed costs, including set-up fees, annual fees, other fees, and hour rates as applicable (i.e. technical support, training, consulting).

11. Proposal Presentation/Demonstrations

Finalists shall provide the Evaluation Committee with a demonstration of their proposed products/services via a remote Zoom meeting per the Sequence of Events.

12. Campaign Disclosure Form

A completed Campaign Contribution Disclosure Form is required for all contracts secured by competitive sealed bid pursuant to NMSA 1978 13-1-191.1.

13. Resident Business Preference

Pursuant to Section 13-1-21 and Section 13-1-22 NMSA 1978 a resident business possessing a valid resident business certificate shall receive an additional 50 points. The Offeror's proposal must contain a copy of a valid Resident Business Preference Certificate issued by the New Mexico Taxation and Revenue Department in order to qualify for the preference. Please note: An Offeror may only receive one preference.

14. Resident Veterans Preference

Pursuant to Section 13-1-21 and Section 13-1-22 NMSA 1978 a resident veteran possessing a valid New Mexico Resident Veterans Preference Certificate shall receive an additional 100 points. The Offeror's proposal must contain a valid Resident Veterans Preference Certificate issued by the New Mexico Taxation and Revenue Department in order to qualify for the preference. Please note: An Offeror may only receive one preference.

IV. EVALUATION**A. Evaluation Point Summary**

The following is a summary of evaluation factors with point value assigned to each.

<u>FACTOR</u>	<u>POINTS AVAILABLE</u>
1. Letter of Transmittal	Pass/Fail
2. Summary of Proposed Services	175
3. Higher Education Experience	100
4. Company Experience	100
5. Company References	50
6. Proposed Personnel Experience and Qualifications	50
7. Project Plan	75
8. Sample Work Products/Tools or Techniques	150
9. Proposal Presentation – Statement of Concurrence	Pass/Fail
10. Cost	200
11. Proposal Presentation/Demonstration	100
12. Campaign Contribution Disclosure Form	Pass/Fail
SUBTOTAL	1,000

Additional Optional Points

13. New Mexico Resident Business Preference; <u>or</u>	50
15. New Mexico Resident Veteran Preference	100

B. Evaluation Factors

Points will be awarded on the basis of the following evaluation factors:

1. Letter of Transmittal (Pass or Fail).
2. Summary of Proposed Services (175 points)
Point will be awarded based on upon the Offeror's proposed services and responsiveness to Northern's student messaging platform service needs as detailed in the Scope of Work.
3. Offeror's Higher Education Experience (100 points)
Points for company experience working with Institutions of Higher Education will be awarded based upon an evaluation of the Offeror's work for previous clients receiving similar services to those proposed by the Offeror for this contract.
4. Offeror's Company Experience (100 points)
Points will be awarded based upon and evaluation of the documented company experience including subcontractors, if applicable, on similar projects and engagements.
5. Offeror's Company References (50 points)
Points for company references will be awarded based upon an evaluation of the Offeror's work for previous clients receiving similar services to those proposed by the Offeror for this contract. Note: points are awarded based upon the responses to the Past Performance Questionnaires.
6. Proposed Personnel Experience and Qualifications (50 points)
Points for personnel experience will be awarded based upon an evaluation of each staff member's experience as it relates to their proposed role and the needs of this contract.
7. Project Plan (75 points)
Points will be awarded for this evaluation factor based upon the quality and thoroughness of the project plan for establishment of a student messaging platform and related services.
8. Samples of Work Products/ Tools and Techniques (150 points)
Points will be awarded based upon an evaluation of the applicability and quality of the provided samples of work and any proposed tools and/or techniques to be used for the project.
9. Proposal Presentation Concurrence – Pass/Fail
10. Cost (200 points)
The evaluation of each Offeror's fixed price cost proposal will be calculated using the

following formula:

$$\frac{\text{Lowest Responsive Offer Total Cost}}{\text{This Offeror's Total Cost}} \times 200 = \text{Award Points}$$

11. Proposal Presentation (100 points)

Points for the proposal presentation will be awarded based upon an evaluation of the qualifications of the proposed staff. Effective communication, technical or application knowledge, experience with similar engagements and the quality of the responses to questions will be the principle criteria for the evaluation. Proposed tools and/or techniques will be evaluated based upon the applicability to the project.

12. Campaign Contribution Disclosure Form (Pass/Fail)

A completed Campaign Contribution Disclosure Form is required for all contracts secured by competitive sealed bid pursuant to NMSA 1978 13-1-191.1.

13. Resident Business Preference (50 points)

Fifty (50) points will be awarded if the proposal contains a copy the New Mexico Taxation and Revenue Department's resident business preference certificate unless a Resident Veterans Preference Certificate is also submitted in which case the higher number of points from the Resident Veterans Preference shall be awarded instead.

14. Resident Veterans Preference (100 points)

One hundred (100) points will be awarded if the proposal contains a copy of the Taxation and Revenue Department's Resident Veterans Certificate.

C. Evaluation Process

The evaluation process will follow the steps listed below:

1. All Offeror proposals will be reviewed for compliance with the mandatory requirements stated within the RFP. Proposals deemed non-responsive will be eliminated from further consideration.
2. The Procurement Manager may contact the Offeror for clarification of proposal responses.
3. The Evaluation Committee may use other sources of information to perform the evaluation.
4. Responsive proposals will be evaluated on the factors that have been assigned a point value. Responsible Offerors with the highest scores will be selected as Finalists. Finalists who are asked to submit revised proposals for the purpose of obtaining best and final offers will have their points recalculated accordingly. Points awarded from the oral presentations will be added to the previously assigned points to attain final scores. The responsible Offeror whose proposal is most advantageous to the Agency will be recommended for contract award. Please note: a serious deficiency in the response to any one factor may be grounds for non-selection regardless of overall score.

Appendixes

- Appendix A – Letter of Transmittal
- Appendix B – General Requirements
- Appendix C – Campaign Contribution Disclosure Form
- Appendix D – Sample Service Contract
- Appendix E – RFP Mandatory Requirements Checklist