

VENDOR COPY

5201 University Boulevard
Laredo, Texas 78041-1900
PHONE: (956) 326-2350
FAX: (956) 326-2349



TEXAS A&M
INTERNATIONAL
UNIVERSITY

PRINT DATE: 12/15/2015
01

Purchase Order

INCLUDE THIS PO ON ALL
CORRESPONDENCE AND PACKAGES.

PO#: P800706

VENDOR GUARANTEES
MERCHANDISE DELIVERED ON
THIS ORDER WILL MEET OR
EXCEED SPECIFICATIONS IN
THE BID INVITATION.

TEXAS A&M INTERNATIONAL UNIV
ACCOUNTS PAYABLE
TEXAS A&M INTERNATIONAL UNIV
5201 UNIVERSITY BLVD
LAREDO TX 78041-1900

VENDOR:

13519218280
RUFFALO NOEL LEVITZ
P.O. BOX 718
DES MOINES, IA 50303-0718

INVOICE (IN QUADRUPPLICATE) TO AGENCY ABOVE

TEXAS A&M INTERNATIONAL UNIV
CENTRAL RECEIVING
TEXAS A&M INTERNATIONAL UNIV
5201 UNIVERSITY BLVD
LAREDO TX 78041-1900

ANY EXCEPTIONS TO PRICING OR DESCRIPTION
CONTAINED HEREIN MUST BE APPROVED BY THE
TEXAS A&M INTERNATIONAL UNIVERSITY
PURCHASING DEPARTMENT PRIOR TO SHIPPING.

ALL ITEMS AND CONDITIONS SET FORTH IN
OUR BID INVITATION BECOME A PART OF
THIS ORDER.

PLEASE NOTE: IF YOUR INVOICE IS NOT ADDRESSED AS INSTRUCTED, PAYMENT WILL BE DELAYED.

ITEM	DESCRIPTION	QUANTITY	UOM	UNIT PRICE	EXT. PRICE
1	<p>USER REF: 270022-CS</p> <p>CONTRACT ATTACHED</p> <p>SIGNED AGREEMENT BY DR. RAY M. KECK III DATED 11/18/2015 ALSO SIGNED AGREEMENT BY MR. TREVOR C. LIDDLE.</p> <p>TERM OF SERVICE: NOVEMBER 15, 2015 TO APRIL 30, 2017</p> <p>Payment for Service outlined in this SOS and plus reasonable travel, lodging, and subsitence charges; Strategic Enrollment Planning (12 units): 12,250/units; New Student Projection Model: \$5,500; January 15, 2016.</p> <p>PHONE: 319-337-4700</p>	1	EA	52,500.000	52,500.00
				TOTAL	52,500.00

NUG

FOB: DESTINATION FRT INCLUDED

Texas A&M International University cannot accept freight collect shipments.

Terms:

FAILURE TO DELIVER - If the vendor fails to deliver these supplies by the promised delivery date or a reasonable time thereafter, without giving acceptable reasons for delay, or if supplies are rejected for failure to meet specifications, the State reserves the right to purchase specified supplies elsewhere, and charge the increase in price and cost of handling, if any, to the vendor. No substitution nor cancellations permitted without prior approval of Procurement & General Services.

IN ACCORDANCE WITH YOUR BID, SUPPLIES/EQUIPMENT MUST BE PLACED IN THE DEPARTMENT RECEIVING ROOM BY:

The State of Texas is exempt from all Federal Excise Taxes.
STATE AND CITY SALES TAX EXEMPTION CERTIFICATE: The undersigned claims an exemption from taxes under Chapter 20, Title 122A, Revised Civil Statutes of Texas, for purchase of tangible personal property described in this number order, purchased from contractor and/or shipper listed above, as this property is being secured for the exclusive use of the State of Texas.

The terms and conditions of the State of Texas and the University shall prevail.

THIS ORDER IS NOT VALID UNLESS SIGNED BY THE PURCHASING AGENT.

PURCHASING AGENT FOR
TEXAS A&M INTERNATIONAL UNIVERSITY

TEXAS A&M INTERNATIONAL UNIVERSITY

**Request For Proposal
for
Strategic Enrollment Management
Consulting Services and Web
Strategy**

RFP No. 2016-0901

**RESPONSE MUST BE RECEIVED BEFORE:
2:00 p.m. Central time on September 30, 2015**

Texas A&M International University
5201 University Boulevard
Purchasing Department
Killam Library, Suite 335
Laredo, TX 78041

Show RFP Number, Opening Date and Time on Response Envelope or Package

NOTE: Response must be received at **Texas A&M International University's Purchasing Department** before the hour and date specified.

Pursuant to the Provisions of Texas Government Code Title 10, Chapter 2156.121-2156.127, sealed submittals will be received until the date and time established for receipt. After receipt, only the names of Respondents will be made public. Other submittal details will only be divulged after the award, if one is made.

DATED: September 9, 2015

REFER INQUIRIES TO:

Ann Gutierrez
Director of Purchasing and Support Services/
HUB Coordinator
Texas A&M International University
Purchasing Department
956.326.2346
ann.gutierrez@tamiu.edu

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SECTION 1

GENERAL INFORMATION

- 1.1 SCOPE:** Texas A&M International University (“University”) is soliciting proposals from Respondents with an established history of providing effective strategic enrollment management consulting services for the purpose of developing an enrollment management strategic plan geared to increase student enrollment, student retention and graduation rates. Respondents must demonstrate a history of competence in providing these services for higher education clients and must have the qualifications necessary to perform the services outlined in this RFP.

The services will be provided in accordance with the terms, conditions, requirements, and specifications set forth in this Request for Proposals (“RFP”). Specifications are set forth in Section 2, page 5 of this RFP, which provides sufficient information for interested parties to prepare and submit proposals for consideration by the University.

By submitting responses, each Respondent certifies that it understands the requirements of this RFP and that it has full knowledge of the scope, nature, quality, and quantity of the work to be performed, the detailed requirements of the services to be provided, and the conditions under which the services are to be performed.

1.2 GENERAL INFORMATION ON INSTITUTION

Texas A&M International University

Texas A&M International University is a Member of The Texas A&M University System. The University prepares students for leadership roles in their chosen profession in an increasingly complex, cultural diverse state, national and global society. The University provides students with a learning environment anchored by the highest quality programs built on a solid academic foundation in the arts and sciences, business and education. To fulfill its mission the University offers a range of baccalaureate and master’s programs and the Doctor of Philosophy degree in International Business Administration. In addition to offering excellent undergraduate and graduate programs, the University pursues a progressive agenda for global study and understanding across all disciplines.

In August of 1970, students were accepted for the very first time at what was then called Texas A&I University at Laredo. This beginning, as a “center” under Texas A&I University, was the start of a legacy in higher education for South Texas. Texas A&I at Laredo was organized under the upper-level concept of higher education offering only junior and senior-level course work. This upper-level University was later expanded to include graduate degree programs.

The University became a member of The Texas A&M University System on September 1, 1989. The name was changed to Texas A&M International University in 1993.

The 74th Texas Legislature authorized an expansion to 4-year status in the Fall of 1995, and authorized the University to develop joint degree programs with Mexican and Canadian institutions of higher education. Further authorization has permitted the development of doctoral level programs. The first such program, the doctorate in International Business, was launched in 2004.

The year 1995 was the cornerstone of the legacy in education for south Texas and Texas A&M International University. The start of the Fall 1995 term marked the University’s 25th anniversary, the inauguration of a newly constructed campus in northeast Laredo, and the first offering of freshman and sophomore courses.

The University is celebrating its 45th Anniversary in 2015.

It is through the combined effort and commitment of faculty and staff that the University works to improve the quality of life for citizens of the Texas-Mexico border Region and the State of Texas by providing innovative quality instruction, faculty and student generated research, public service, as well as serving as a strategic point of delivery for a variety of local, regional, national, and international programs and services.

- 1.3 **CONTRACT TERM:** The Contract, should one be awarded, shall become effective upon execution by University and selected Respondent. The Contract shall remain in effect until services are completely rendered and all deliverables have been received.
- 1.4 **DEFINITIONS:** The following terms and phrases shall have the meanings assigned unless the contract indicates a contrary meaning.
 - A. **Addendum:** A modification of the specifications issued by the University and distributed to prospective Contractors prior to the opening of proposals.
 - B. **Contract:** Consists of the Request for Proposal, any addenda, the successful Contractor's response, and a formal contract.
 - C. **Contractor:** The individual, partnership or corporation whose proposal is accepted and who enters into a contract with the University.
 - D. **Request for Proposal (RFP):** The written notice inviting the submission of proposals for the specified requirements.
 - E. **Respondent:** Any individual, partnership or corporation submitting a proposal.

SECTION 2 STATEMENT OF WORK

Services shall include, but are not limited to the requirements contained in this RFP. Services set forth that contain the words “must” or “shall” are mandatory and must be provided as specified with no alteration, modification, or exception. Services set forth that contain the words “may” or “can” allow Respondents to offer alternatives to the manner in which the services are provided. In those cases where mandatory requirements are stated, material failure to meet those requirements could result in disqualification of the Respondent's submittal. Any deviation or exception from RFP specifications must be clearly identified by the Respondent in submittal.

2.1 OBJECTIVE: The University is seeking proposals from a professional, full-service enrollment management consulting firm for the purpose of developing an enrollment management strategic plan geared to increase student enrollment, student retention and graduation rates through the development of an enhanced University’s website strategy. Respondent should be able to improve the University’s online presence and to attract prospective students.

The Respondent should be able to guide the University to attain the following goals:

- Increase enrollment by minimally 5% each year to reach 10,000 enrollment capacity in the next 6 – 7 years;
- Improve academic quality;
- Increase the financial profile of TAMIU students and families;
- Grow student diversity;
- Improve the public perception of TAMIU;
- Increase student success rates;

The University requires for Respondents to:

- **Ensure a Quality Level of Service-** Respondent must be able to provide the highest level of quality in the services delivered to the University. The University is seeking a Respondent that will ensure and maintain the provision of such quality in its delivery and in all phases of the project.
- **Provide a High Level of Experience and Expertise:** Respondent must demonstrate capabilities by providing specific examples of work for both medium and large regional and national University. Such examples must demonstrate experience and expertise to ensure a successful project, as determined by University. Respondent should be able to explain the research, strategic, and tactical issues facing the University.
- **Deliver Efficiency:** Respondent must demonstrate its ability to deliver the required services in a timely and effective manner while not sacrificing the quality of services. A proposed timeline of services is expected as part of the RFP, with expected deliverables integrated into the timeline.
- Respondent must be financially stable and capable so as to provide the required services. Respondent must submit a detailed expense listing for each set of services enumerated below in section 2.2 Services Required.

2.2 SERVICES REQUIRED: Respondent should, at a minimum, be able to provide the following services to the University. All services listed in this section are requirements. Any additional suggestions Respondents wish to make should be labeled as such and may be taken into consideration

when evaluating the proposals.

2.2.1 Strategic Enrollment Management Plan: Develop an integrated proactive enrollment management plan to guide immediate and long-term enrollment practices.

- Design a Strategic Enrollment Management Plan to enhance the efforts of recruitment, admissions, and financial aid through a new student enrollment projection model.
- Provide on-site visits and consultations, to include but not limited to: pre-visit preparations, document review, procedure analysis, and entrance and exit briefings with senior leaders, and comprehensive follow up reports after each visit and between visit communication via phone, email, and/or web conference.
- Guide the University to:
 - Develop an understanding of the University's current state;
 - Align enrollment strategies to the University's mission, current state and changing environment;
 - Create a clear path for achieving enrollment goals;
 - Increase operational efficiency and the impact of your available resources on enrollment;
 - Implement changes in a timely manner ;
 - Measure the return on investment for every strategy through quantifiable benchmarking;
 - Increase the knowledge and capabilities of staff;
- Provide a plan for the area of focus for tactical and strategic planning process that includes:
 - Developing a sound name-purchase strategy for regions outside Laredo;
 - Implementing a full functional communication plan with appropriate balance of influential, reminder, and transactional contacts;
 - Developing a plan for online and nontraditional programming;
 - Evaluating the University's academic plan;
 - Forecast traditional new-student enrollment;
- Successful Respondent consultation deliverables should include:
 - 12-16 consulting units over 12-18 months
 - A pre-visit agenda and phone call for each consultation
 - Up to two days on campus for each consultation (provide an estimate of 40 hours of service)
 - Consultation entrance and exit briefings with senior leaders
 - Comprehensive follow-up reports after each visit
 - Between-visit correspondence via phone, email and web conference;

2.2.2 Re-Design of current University website: The proposed services by the Respondent should delineate a research-based plan, timeline, and detailed campaign. The plan should be geared towards creative designs, template developments, search engine optimization, content strategy and user trainings. The optimized online presence should attract prospective students, engage them with the University and move them toward enrollment. The successful Respondent's plan to re-design the University's current webpage should include:

- Review of the current website through analytics implementation and search engine performance;
- Review of at least 10 main competitor websites;
- User-testing sessions or surveys with up to three unique markets;
- Interviews with internal stakeholders;
- Facilitation of up to five individual focus groups or card-sorting sessions with key site users;
- Creation of a development plan and creative brief to guide subsequent phases of development;
- Post-launch evaluation of site analytics and user response;
- Presentation of research findings and recommendations in a facilitated workshop;
- A site map identifying the optimal site structure for primary pages;
- Wireframes providing graphic view of navigation elements, nomenclature, and grouping;
- Identification of specific templates required for developing various page types;
- Recommendations for content choreography schemes for responsive design breaks;
- Presentation and iterative development of concepts for the new information architecture;
- Preparation of functional specifications documentation for implementation in University's content management system (CMS);
- Up to three initial concept directions of a homepage design with adaptations for at least two mobile device breaks;
- Development of subpage concepts based on the homepage selection;
- Creation of final homepage and subpage templates;
- Development and programming of up to 10 template files for University's CMS ;
- Testing and implementation support during the build-out of the site to adjust design and programming as needed;
- Identification of priority admissions, academic, advancement and other pages for search-engine-optimized (SEO) and content development;
- Interview with subject matter experts for each of the pages to inform the writing process;
- Keyword research and creation of SEO blueprints for each selected page;
- Iterative writing and revising of pages in collaboration with the University's team –two rounds of revisions per page;
- Review of SEO performance for selected pages prior to site re-launch and at least two quarterly intervals following launch;
- Development of documentation on workflow, user management, roles and permissions;
- On-campus training sessions for all campus users in CMS;
- Facilitation of a content strategy workshop;
- Two web conference training sessions in SEO methodology and web writing;
- Individual training and support for university staff responsible for Google Analytics

implementation.

2.2.3 Academic Program Demand Analysis: Research and assess market demand and project future enrollment for the existing and newly proposed academic program opportunities for the University's curriculum.

- Address the assessment of current and potential academic programs and identify those that provide the best opportunities for enrollment growth based on institutional data, market share analysis, occupational trends, and any other secondary data and research.
- Make comparisons between the University's offerings and prospective student academic interest.
- Provide surveys and real-time data on employment opportunities in the targeted program areas, along with skillsets expected by area employers and national trends.

2.2.4 Selected Respondent must be able to conform with the timeline established by the University for the completion of the contract.

2.2.5 Exhibit A to this RFP provides enrollment breakdown information. Respondents should use this information to develop their proposal.

**SECTION 3
INFORMATION FOR RESPONDENTS**

3.1 SCHEDULE OF EVENTS: Respondents are advised that the dates listed below are a tentative and may change as needed.

<u>EVENT</u>	<u>DATE</u>
Issue RFP and Post to Electronic State Business Daily	September 8, 2015
Deadline for submission of questions	September 14, 2015
University response to questions	September 16, 2015
Deadline for submission of proposals	September 30, 2015
Committee review of proposals	through October 7, 2015
Notification of award	October 9, 2015

3.2 SUBMISSIONS:

3.2.1 All proposals must be received and time stamped at Texas A&M International University's Purchasing Department **prior to 2:00 PM Central Standard Time on Wednesday, September 30, 2015.**

Proposals shall be delivered in a sealed envelope or box marked "RFP 2016-0901" via:

MAIL, HAND DELIVERY, AND /OR EXPRESS MAIL TO:

**Texas A&M International University
Purchasing Department
5201 University Blvd., KL335
Laredo, TX 78045**

Late proposals will not be considered under any circumstances and will be returned unopened. Telephone and/or facsimile (fax) proposals are not acceptable under any circumstances.

3.2.2 Responses to inquiries, which directly affect an interpretation or change to this RFP, will be issued in writing by addendum. Only inquiries which are replied to by formal written addenda shall be binding. Oral and other interpretations or clarifications will be without legal effect.

It is the responsibility of Respondents who download this RFP from the Electronic State Business Daily (<http://esbd.cpa.state.tx.us>) to check the website for any addenda for this RFP. All such addenda issued by Texas A&M International University prior to the time that proposals are received shall be considered part of the RFP. The Respondent shall consider and acknowledge receipt of such addenda by including signed copies of such addenda in their response.

3.2.3 Respondents shall submit one (1) original and (7) copies of the proposal. Pages should be numbered and contain an organized, paginated table of contents corresponding to the section and pages of the proposal. Envelope containing the original proposal should be marked as "ORIGINAL" and the copies marked as "COPY". In addition, Respondents shall submit a USB drive with a complete, scanned digital copy of the proposal.

3.2.4 Proposal responses should include:

- (a) Executive Summary that provides a concise overview of the services being offered to meet the requirements of this RFP, Respondent's general approach to providing the services and deliverables, as well as all documentation as to why the respondent is the most qualified.
- (b) Company Introduction and background, information on for professional and support staff that would be part of the project. Information for any subcontractors, if any will be used, and their qualifications to meet the requirements of this RFP. Office locations for key personnel and subcontracts should be identified.
- (c) At least three (3) references where they have provided management and operational services of this type and scope. References shall include, name of school, address, point of contact, and phone number. A negative reference may be cause for disqualification of proposal. On site visit of reference may be requested.
- (d) At least three (3) examples of past work, including time schedules and any other management considerations appropriate of this RFP.
- (e) Pricing in accordance with the specifications.
- (f) Timeline in accordance with the specifications.
- (g) Exhibit C- Execution of Proposal
- (h) Copies of any addenda issued for the RFP, signed by an authorized agent of the company.

3.2.5 Proposals should be placed in a sealed envelope/package and correctly identified with RFP number and submittal due date and time. It is the Respondent's responsibility to appropriately mark and deliver the proposal to the University by the specified date.

3.2.6 Respondents to this RFP are responsible for all costs of proposal preparation. Proposals should be prepared simply and economically, providing a straightforward, concise description of the Respondent's ability to meet the requirements and specifications set forth in this RFP. Emphasis should be on completeness, clarity of content and responsiveness to the requirements and specifications set forth in this RFP.

3.2.7 Proposals are to be **valid for a minimum of ninety (90) days from the submittal deadline date** to allow time for evaluation, selection and any unforeseen delays.

3.2.8 Proposals and any other information submitted by the Respondent in response to this RFP shall become the property of the University.

3.2.9 Any questions or concerns regarding this Request for Proposal shall be directed in writing to:

Ann E. Gutierrez, CTCM
Director of Purchasing & Support Services/HUB Coordinator
Texas A&M International University
5201 University Blvd, KL335
Laredo, TX 78041
P: 956-326-2346
F: 956-326-2349
Ann.gutierrez@tamiu.edu

Texas A&M International University specifically requests that Respondents **restrict all contact and questions regarding this RFP to the above named individual.**

SECTION 4 EVALUATION INFORMATION & PROPOSAL SELECTION

4.1 EVALUATION INFORMATION:

The University will utilize an evaluation team for the evaluation of this RFP. The University may require a presentation before the award is made, and reserves the right to use the presentation as an additional factor in the award process. The University must be confident that the Respondent's proposal will meet the needs of the University. The University will evaluate and make the award on the proposal that is determined to be the best value to the agency based on the criteria listed in Section 3.3, Texas Education Code 51.9335, and presentation if required.

All proposals must be complete and convey all of the information requested to be considered responsive. If a proposal fails to conform to the essential requirements of the RFP, the University alone will determine whether the variance is significant enough to consider the proposal susceptible to being made acceptable, and therefore a candidate for further consideration. Award will be based on the proposal considered to be in the best interest of the University, and the University's judgment in this regard shall be considered final. Any Agreement or Contract resulting from this RFP shall be awarded to the Respondent providing the best value proposal to the University.

4.2 PROPOSAL SELECTION

Selection of the successful proposal in response to this RFP will be made using the competitive sealed proposal process. The selection of the successful proposal may be made by University on the basis of the proposals initially submitted, without discussion, clarification, or modification. In the alternative, selection of the successful proposal may be made by University on the basis of negotiation with any of the Respondents. University shall not disclose any information derived from the proposals submitted by competing Respondents in conducting such discussions.

At the University's sole option and discretion, University may discuss and negotiate all elements of the proposals submitted by the selected Respondents within a specific competitive range. For purposes of negotiation, a competitive range of acceptable or potentially acceptable proposals may be established comprising the highest rated proposals. Further action on proposals not included within the competitive range will be deferred pending the selection of the successful proposal; however, University reserves the right to include additional proposals in the competitive range if deemed to be in the best interest of University.

After the submission of the proposal but before final selection of the successful Respondent is made, University may permit a Respondent to revise its proposal in order to obtain the Respondent's best and final offer. University will provide each Respondent within the competitive range with an equal opportunity for discussion and revision of its proposal. University is not bound to accept the lowest fee proposal if that proposal is not the best value and most advantageous to University as determined by University.

[Continued on following page]

4.3 EVALUATION CRITERIA AND WEIGHTS

<u>Criteria</u>	<u>Weight</u>
1. Experience communicating educational issues to a multi-cultural community	5%
2. Creative approach consistent with building a Comprehensive brand-based enrollment management plan.	40%
3. Past performance on similar projects and references	5%
4. Fees	30%
5. Ability to meet University's needs and completeness of proposal.	10%
6. Communication skills, professionalism and dependability and work samples.	10%

SECTION 5 GENERAL TERMS AND CONDITIONS

These General Terms and Conditions shall be made a part of and govern any Contract and/or Purchase Orders resulting from this Request for Proposal.

- 5.1 SPECIFICATIONS:** The services performed shall be in accordance with the specifications herein. The University will decide the answers to all questions that may arise as to the interpretation of the specifications and the quality, or acceptability of work performed. The University will decide the rate of progress of the work and the acceptable fulfillment of the service on the part of the Contractor.

The University reserves the right to accept or reject any or all offers, to waive informalities and technicalities, to accept the offer considered the best value. Additionally, all Contractors are hereby notified that University shall consider all factors it believes to be relevant in the selection of the best value but not limited to the ability to perform the services.

- 5.2** A response to a solicitation is an offer to Contract with the University based on the terms, conditions, and specifications contained in the solicitation. Responses do not become Contracts unless and until they are accepted through an authorized University representative.

- 5.3 TIME OF PERFORMANCE:** Time is of the essence in the implementation of the awarded contract. Contractor agrees to perform all obligations and render services set forth per this proposal.

- 5.4 PATENTS OR COPYRIGHTS:** The Contractor agrees to protect the University and the state from claims involving infringement of patent or copyrights.

- 5.5 CONTRACTOR ASSIGNMENTS:** The Contractor shall not assign or subcontract the whole or any part of the Contract without **the University's** prior written consent. The Contractor may assign its right to receive payment to such third parties as the Contractor may desire without the prior written consent of the state, provided that Contractor gives written notice (including evidence of such assignment) to the state thirty (30) days in advance of any payment so assigned. The assignment shall cover all unpaid amounts under the contract and shall not be made to more than one party.

- 5.6 SUBCONTRACTORS:** Subcontractors providing service under the Contract shall meet the same requirement and level of experience as required of the Respondent. No subcontract under the Contract shall relieve the primary respondent of the responsibility for the service. If the respondent uses a subcontractor for any or all of the work required, the following conditions shall apply under the listed circumstances:

Contractors planning to subcontract all or a portion of the work shall identify the proposed subcontractors. Subcontracting shall be at the Contractor's expense. The University retains the right to check subcontractor's background and make a determination to approve or reject the use of submitted subcontractors.

The Contractor shall be the only contact for the University and subcontractors. Contractor shall list a designated point of contact for all the University and subcontractor inquiries.

- 5.7.1 TERMINATION:**

- (a) **Default:** Upon the occurrence of Default, the Non-Defaulting Party may give written notice of default to the Defaulting Party identifying in reasonable detail the nature of the Default and demanding compliance with the contract. Unless within ten (10) calendar days after receiving

such notice, the allegation shall be contested or such breach shall cease and arrangements be made for corrections, the non-Defaulting party may cancel the contract by giving sixty (60) days' notice, in writing, by registered or certified mail.

- (b) In no event shall such termination by University as provided for under this section give rise to any liability on the part of TAMUS including, but not limited to, claims of provider for compensation for anticipated profits, unabsorbed overhead, or interest on borrowing. University's sole obligation hereunder is to pay provider for policy or services received prior to the date of termination.
- (c) **Implementation of Termination:** In the event of termination by the University, the Contractor shall be governed by the terms and conditions, and shall perform the acts as outlined hereto:

The Contractor shall terminate all work under the contract to the extent and on the date specified in the Notice of Termination and until such date shall, to the extent stated in the Notice of Termination, do such work (and be compensated only for such work) as may be necessary as determined by Contract Administrator to preserve the work in progress and to protect materials, buildings, and equipment.

5.8 AMENDMENTS: No modifications or amendment to the contract shall become valid unless agreed to by University in writing and signed by both parties. All correspondence regarding modifications or amendments to the contract must be forwarded to respective University for prior review and approval.

5.9 INDEPENDENT CONTRACTOR STATUS: Contractor agrees that Contractor and Contractor's employees and agents have no employer-employee relationship with University. University shall not be responsible for the Federal Insurance Contribution Act (FICA) payments, federal or state unemployment taxes, income tax withholding, Workers Compensation Insurance payments, or any other insurance payments, nor will University furnish any medical or retirement benefits or any paid vacation or sick leave.

Contractor will be responsible and liable for the safety, injury, and health of its working personnel while its employees are performing work for the University.

5.10 RIGHT TO AUDIT: At any time during the term of this contract and for a period of five (5) years thereafter University or its' duly authorized audit representative(s), at its/their expense and at reasonable times, reserve the right to audit Contractor's records. The Contractor further agrees to cooperate fully with the above parties in the conduct of the audit, including providing all records requested.

5.11 SALES AND USE TAX: Universities, as agencies of the State of Texas, qualify for exemption from State and Use Taxes pursuant to the provisions of Texas Limited Sales, Excise, and Use Tax Act. The Contractor may be able to claim exemption from payment of applicable State taxes by complying with such procedures as may be prescribed by the State Comptroller of Public Accounts. Do not include taxes in price quote for a proposal in response to this RFP.

5.12 NON-DISCLOSURE: Responses may include proprietary or confidential information. Both parties will take reasonable precautions in protecting such information provided that such information is clearly identified as proprietary or confidential on the page on which it appears.

5.13 OPEN RECORDS: The Universities consider all information, documentation and other materials requested to be submitted in response to this solicitation to be of a non-confidential and/or non-proprietary nature and, therefore, shall be subject to public disclosure under the Texas Public Information Act (Texas Government code, Chapter 552) after a contract is awarded.

Subject to the Act, Contractors may protect trade and confidential information from public release. Trade secrets or other confidential information, submitted as part of a Proposal, shall be clearly marked in boldface type, at least 14 point font, on each page it appears.

- 5.14 PUBLICITY:** Contractor agrees that it shall not publicize this contract or disclose, confirm or deny any details to third parties or use any photographs or video recordings or University's name in connection with any sales, promotion or publicity event without the prior express written approval of University.
- 5.15 SEVERABILITY:** If one or more provisions of the resultant contract, or the application of any provision to any party or circumstance, is held invalid, unenforceable, or illegal in any respect, the remainder of the contract and the application of the provision to other parties or circumstances shall remain valid and in full force and effect.
- 5.16 NON-WAIVER OF DEFAULTS:** Any failure of University, at any time, to enforce or require the strict keeping and performance of any of the terms and conditions of this contract shall not constitute a waiver of such terms, conditions, or rights, and shall not affect or impair same or the right of University at any time to avail itself of same.
- 5.17 GOVERNING LAW:** The validity of any contract resulting from this RFP and all matters pertaining thereto, including but not limited to matters of performance, non-performance, breach, remedies, procedures, rights, duties, and interpretation or construction shall be governed and determined by the Constitution and the laws of the State of Texas.

Pursuant to Section 85.18, *Texas Education Code*, venue for any suit filed against University shall be in the county in which the primary office of the Chief Executive Officer of the University is located, at execution of this contract, such county is Webb County, Texas.

- 5.18 FORCE MAJEURE:** Neither party is required to perform any term, condition, or covenant of any Contract resulting from this RFP, if performance is prevented or delayed by a natural occurrence, a fire, an act of God, an act of terrorism, or other similar occurrence, the cause of which is not reasonably within the control of such party and which by due diligence it is unable to prevent or overcome.
- 5.19 DISCLOSURES AND PUBLIC INFORMATION ACT:** No public disclosures or news releases pertaining to this RFP shall be made without prior written approval of the University.

Contractor acknowledges that University is obligated to strictly comply with the Texas Public Information Act, Chapter 552, *Texas Government Code (TPIA)*, in responding to any request for public information pertaining to this Contract. All information, documentation and other material submitted by Contractor under this proposal is potentially subject to public disclosure through the TPIA. Contractor is hereby notified that University strictly adheres to this statute and the interpretations thereof rendered by the Courts and Texas Attorney General. Contractor shall be deemed to have knowledge of this law.

- 5.20 APPROPRIATION OF FUNDS:** Performance by University of any Contract resulting from this RFP may be dependent upon the appropriation and allotment of funds by the Texas State Legislature (the "Legislature"). If the Legislature fails to appropriate or allot the necessary funds then University will issue written notice to Contractor and University may terminate this Contract without further duty or obligation hereunder. Contractor acknowledges that appropriation of funds is beyond the control of the University.

In no event shall such termination by University as provided for under this section give rise to any liability on the part of TAMUS or any member institution including, but not limited to, claims of

provider for compensation for anticipated profits, unabsorbed overhead, or interest on borrowing. University's sole obligation hereunder is to pay provider for policy or services received prior to the date of termination.

5.21 INDEMNIFICATION AND HOLD HARMLESS: Contractor agrees to indemnify and hold the State of Texas, the Board of Regents for and on behalf of all component institutions and agencies, their officers, employees, and agents (the Indemnified Parties) harmless from and indemnify each against any and all liabilities, actions, damages, suits, proceedings, judgments, and costs (excluding attorney's fees) for claims resulting from the acts or omissions of Contractor or the acts or omissions of others under Contractor's supervision and control.

All information regarding claims is to be held confidential as allowable by the laws of the State of Texas.

5.22 ALTERNATIVE DISPUTE RESOLUTION: The dispute resolution process provided for in Chapter 2260 of the Texas Government code shall be used, as further described herein, by TAMUS, and the Contractor to attempt to resolve any claim for breach of contract made by Contractor:

(a) Contractor's claim for breach of this contract that the parties cannot resolve in the ordinary course of business shall be submitted to the negotiation process provided in Chapter 2260, subchapter B, of the Texas Government Code. To initiate the process, Contractor shall submit written notice, as required by subchapter B, to the Executive Director of Strategic Sourcing and General Services for the University. Said notice shall also be given to all other representatives of TAMUS and Contractor otherwise entitled to notice under the parties' contact.

(b) Compliance with the contested case process provided in Chapter 2260 is a condition precedent to seeking consent to sue from the Legislature under Ch.107 of the Civil Practices and Remedies Code. The Chapter 2260 process is Contractor's sole and exclusive process for seeking a remedy for any and all alleged breaches of contract by TAMUS if the parties are unable to resolve their disputes under subparagraph (A) of this paragraph.

(c) Neither the execution of this contract by TAMUS nor any conduct of any representative of TAMUS hereafter shall be considered a waiver of sovereign immunity to suit. Neither the occurrence of an event nor the pendency of a claim constitutes grounds for the suspension of the performance by Contractor, in whole or in part.

5.23 The designated individual responsible on behalf of each party for examining any claim or counterclaim and conducting any negotiations related there as required under Section 2260.052 will be determined upon finalized Contract.

5.24 OTHER BENEFITS: It is understood and agreed that no benefits, payments or considerations received by Contractor for the performance of services associated with and pertinent to the resultant contract shall accrue, directly or indirectly, to any employees, elected or appointed officers or representatives, or any other person identified as agents of, or who are by definition an employee of the State.

5.25 INSURANCE: The Contractor shall not commence work until the insurance coverage specified on Exhibit B has been obtained and valid certificates of such insurance have been filed with and accepted by University. Insurance coverage shall provide for a thirty (30) day notice of cancellation or material change to the policy coverage and/or limits and the certificate of insurance in force must include a notice that the policy or policies do contain these provisions. Acceptance of insurance certificates by University shall not relieve or decrease the liability of the Contractor.

The Contractor shall provide and maintain, until the end of the contract, the minimum insurance coverage outlined in Exhibit B. Contractor must acknowledge these insurance requirements by signature.

5.26 Contractor and subcontractor(s) shall abide by the requirements of 41 CFR §§ 60-1.4(a), 60-300.5(a) and 60-741.5(a). These regulations prohibit discrimination against qualified individuals based on their status as protected veterans or individuals with disabilities, and prohibit discrimination against all individuals based on their race, color, religion, sex, or national origin. Moreover, these regulations require that covered prime contractors and subcontractors take affirmative action to employ and advance in employment individuals without regard to race, color, religion, sex, national origin, protected veteran status or disability.

5.27 In accordance with Texas A&M University System policies and regulations, (i.e. Ethics (Policy 7.01), Security of Information Technology (Regulation 29.01.03), and Civil Rights Compliance (Regulation 08.01.01) all Contractors, their employees and subcontractors shall, while on University campus, abide by the University's rules and regulations and comply with reasonable directions from University representatives. As such, participation in University organized drills (i.e. fire, lockdown) is required.

Federal and state laws such as the Clery Act and Title IX must also be adhered to, and your employees must report all crimes or suspected crimes immediately to the University Police Department at 956-326-2911. Contractors, or a designated representative, shall attend meetings as deemed appropriate by University representatives. Employees may be required to complete online trainings provided by the University and to provide proof of completion.

5.28 NOTICES: Any written notices under this contract will be either by hand delivery to Contractor or University's office address as specified in the executed contract, or by U.S. Mail, certified, return receipt requested, to University. Notice will be effective on receipt by the affected party. Either party may change designated notice address by written notification to the other party.

5.29 Products and services awarded as a result of this RFP may be extended to other Institutions of Higher Education as defined by Section 61.003 Education Code, Government Code Section 2155.134. Other individual institutions may or may not elect to use this Contract.

5.30 HEADINGS: The headings used herein are for convenience only and do not constitute substantive matter to be considered in construing its terms.

Exhibit A Enrollment Information

Student Enrollment for Fall 2014

Enrollment by College Across Level for Fall 2014

College	FR*	SO	JR	SR	GR	PHD	Total Students
College of Arts & Sciences	2000	689	738	985	258	4	4674
College of Education	119	129	206	403	225	0	1082
College of Nursing&Health Sciences	161	123	116	126	23	0	549
Sanchez School of Business	194	178	262	312	292	21	1259
Total	2474	1119	1322	1826	798	25	7564

Enrollment by College Across Level

College	UG	GR	PHD	Total Students
College of Arts & Sciences	4412	258	4	4674
College of Education	857	225	0	1082
College of Nursing&Health Sciences	526	23	0	549
Sanchez School of Business	946	292	21	1259
Total	6741	798	25	7564

Texas A & M International University

Student Enrollment for Fall 2013 and Spring 2014

Enrollment by College Across Level for Fall 2013 and Spring 2014

College	FR	SO	JR	SR	GR	PHD	Total Students
College of Arts & Sciences	3443	1290	1344	2026	518	2	8623
College of Education	213	248	465	849	523	2	2300
College of Nursing&Health Sciences	248	232	253	268	55	0	1056
Sanchez School of Business	331	274	476	644	512	44	2281
Total	4235	2044	2538	3787	1608	48	14260

Enrollment by College Across Level

College	UG	GR	PHD	Total Students
College of Arts & Sciences	8103	518	2	8623
College of Education	1775	523	2	2300
College of Nursing&Health Sciences	1001	55	0	1056
Sanchez School of Business	1725	512	44	2281
Total	12604	1608	48	14260

Texas A & M International University

Student Enrollment for Fall 2012 and Spring 2013

Enrollment by College Across Level for Fall 2012 and Spring 2013

College	FR	SO	JR	SR	GR	PHD	Total Students
College of Arts & Sciences	3385	1162	1287	1810	475	1	8120
College of Education	229	299	527	961	562	9	2587
College of Nursing&Health Sciences	238	180	194	320	42	0	974
Sanchez School of Business	336	268	431	644	440	37	2156
Total	4188	1909	2439	3735	1519	47	13837

Enrollment by College Across Level

College	UG	GR	PHD	Total Students
College of Arts & Sciences	7644	475	1	8120
College of Education	2016	562	9	2587
College of Nursing & Health Sciences	932	42	0	974
Sanchez School of Business	1679	440	37	2156
Total	12271	1519	47	13837

Further detailed information on the University's enrollment history and enrollment by academic program, in support of the development of proposals for this RFP, can be found by visiting the Texas A&M International University Institutional Research webpage.

This information can be located at: http://www.tamui.edu/adminis/oire/Student_Enrollment.shtml

***Abbreviation Key:**

- FR: Freshman Level
- SO: Sophomore Level
- JR: Junior Level
- SR: Senior Level
- GR: Graduate Level
- PhD: Doctorate Level
- UG: Undergraduate Level

Exhibit B
Insurance Requirements

INSURANCE REQUIREMENTS FOR VENDOR CONTRACTS

Contractor shall obtain and maintain, for the duration of this Agreement or longer, the minimum insurance coverage set forth below. With the exception of Professional Liability (E&O), all coverage shall be written on an occurrence basis. All coverage shall be underwritten by companies authorized to do business in the State of Texas or eligible surplus lines insurers operating in accordance with the Texas Insurance Code and have a financial strength rating of A- or better and a financial strength rating of VII or better as measured by A.M. Best Company or otherwise acceptable to Texas A&M International University. By requiring such minimum insurance, the Owner shall not be deemed or construed to have assessed the risk that may be applicable to Contractor under this Agreement. Contractor shall assess its own risks and if it deems appropriate and/or prudent, maintain higher limits and/or broader coverage. Contractor is not relieved of any liability or other obligations assumed pursuant to this Agreement by reason of its failure to obtain or maintain insurance in sufficient amounts, duration, or types. No policy will be canceled without unconditional written notice to Texas A&M International University at least ten days before the effective date of the cancellation.

Insurance:

<u>Coverage</u>	<u>Limit</u>
A. <u>Worker's Compensation</u>	
Statutory Benefits (Coverage A)	Statutory
Employers Liability (Coverage B)	\$1,000,000 Each Accident \$1,000,000 Disease/Employee \$1,000,000 Disease/Policy Limit

Workers' Compensation policy must include under Item 3.A. on the information page of the workers' compensation policy the state in which work is to be performed for [Member]. Workers' compensation insurance is required, and no "alternative" forms of insurance will be permitted

B. Automobile Liability

Business Auto Liability Insurance covering all owned, non-owned or hired automobiles, with limits of not less than \$1,000,000 Single Limit of liability per accident for Bodily Injury and Property Damage;

If a separate Business Auto Liability policy is not available, coverage for hired and non-owned auto liability may be endorsed on the Commercial General Liability policy.

Additional Endorsements

The Auto and Commercial General Liability Policies shall name the Texas A&M University System Board of Regents for and on behalf of The Texas A&M University System and the Texas A&M International University as additional insured's.

C. <u>Commercial General Liability</u>	
Each Occurrence Limit	\$1,000,000
General Aggregate Limit	\$2,000,000
Products / Completed Operations	\$1,000,000

Personal / Advertising Injury	\$1,000,000
Damage to rented Premises	\$300,000
Medical Payments	\$5,000

The required commercial general liability policy will be issued on a form that insures Contractor or its subcontractors' liability for bodily injury (including death), property damage, personal and advertising injury assumed under the terms of this Agreement

- D. Umbrella/Excess Liability Insurance** with limits of not less than \$2,000,000 per occurrence and aggregate with a deductible of no more than \$10,000, and will be excess over and be no less broad than and "following form" of all included coverage described above. Inception and expiration dates will be the same as the underlying policies. Drop-down coverage will be provided for reduction and/or exhaustion of underlying aggregate limits and will provide a duty to defend for any insured.
- E. Professional Liability (Errors & Omissions)** Insurance with limits of not less than \$1,000,000 each occurrence, \$2,000,000 aggregate. Such insurance will cover all professional services rendered by or on behalf of Contractor and its subcontractors under this Agreement. Renewal policies written on a claims-made basis will maintain the same retroactive date as in effect at the inception of this Agreement. If coverage is written on a claims-made basis, Contractor agrees to purchase an Extended Reporting Period Endorsement, effective for two (2) full years after the expiration or cancellation of the policy. No professional liability policy written on an occurrence form will include a sunset or similar clause that limits coverage unless such clause provides coverage for at least three (2) years after the expiration of cancellation of this Agreement.
- F.** Contractor will deliver to Texas A&M International University:
Evidence of insurance on a Texas Department of Insurance approved certificate form verifying the existence and actual limits of all insurance after the execution and delivery of this Agreement and prior to the performance of any services by Contractor under this Agreement. Additional evidence of insurance will be provided on a Texas Department of Insurance approved certificate form verifying the continued existence of all required insurance no later than thirty (30) days after each annual insurance policy renewal.

All insurance policies, with the exception of worker's compensation, employer's liability and professional liability will be endorsed and name The Board of Regents for and on behalf of The Texas A&M University System, The Texas A&M University System and Texas A&M International University as Additional Insureds up to the actual liability limits of the policies maintained by Contractor. Commercial General Liability and Business Auto Liability will be endorsed to provide primary and non-contributory coverage. The Commercial General Liability Additional Insured endorsement will include on-going and completed operations and will be submitted with the Certificates of Insurance.

All insurance policies will be endorsed to provide a waiver of subrogation in favor of The Board of Regents of The Texas A&M University System, The Texas A&M University System and Texas A&M International University. No policy will be canceled without unconditional written notice to Texas A&M International University at least ten days before the effective date of the cancellation. **All insurance policies** will be endorsed to require the insurance carrier providing coverage to send notice to Texas A&M International University ten (10) days prior to the effective date of cancellation, material change, or non-renewal relating to any insurance policy required in this Section 11.

Any deductible or self-insured retention must be declared to and approved by Texas A&M International University prior to the performance of any services by Contractor under this Agreement. Contractor is responsible to pay any deductible or self-insured retention for any loss. All deductibles and self-insured retentions will be shown on the Certificates of Insurance.

Certificates of Insurance and Additional Insured Endorsements as required by this Agreement will be mailed, faxed, or emailed to the following Texas A&M International University contact:

Ann E. Gutierrez
5201 University Blvd.
KL335
Laredo, TX 78041

Fax Number: 956-326-2349
Email Address: ann.gutierrez@tamiu.edu

The insurance coverage required by this Agreement will be kept in force until all services have been fully performed and accepted by Texas A&M International University in writing.

**EXHIBIT C
EXECUTION OF PROPOSAL**

By signature hereon, the respondent certifies that:

All statements and information prepared and submitted in the response to this RFP are current, complete and accurate.

He/she has not given, offered to give, nor intends to give at anytime hereafter, any economic opportunity, future employment, gift, loan gratuity, special discount, trip, favor, or service to a public servant in connection with the submitted response. Failure to sign the Execution of Proposal or signing it with a false statement shall void the submitted offer or any resulting contracts.

Neither the proposer or the firm, corporation, partnership, or institution represented by the proposer or anyone acting for such firm, corporation, or institution has violated the antitrust laws of this State, codified in Section 15.01, et seq., Texas Business and Commerce Code, or the Federal antitrust laws, nor communicated directly or indirectly the offer made to any competitor or any other person engaged in such line of business.

By signing this proposal, proposer certifies that if a Texas address is shown as the address of the proposer, proposer qualifies as a Texas Bidder as defined in Texas Government Code, Sec. 2155.444 and Texas Administrative Code, Title 34, Part 1, Chapter 20, Sec. 20.38.

Under Section 2155.004, Government Code, the contractor certifies that the individual or business entity named in this bid or contract is not ineligible to receive the specified contract and acknowledges that this contract may be terminated and payment withheld if this certification is inaccurate.

Under TGC, Title 5, Subtitle D, Section 231.006, Family Code (relating to child support), the individual or business entity named in this solicitation is eligible to receive the specified payment and acknowledges that this contract may be terminated and payment withheld if this certification is inaccurate. The response includes the names and Social Security Numbers of each person with a minimum of twenty-five percent (25%) ownership of the business entity submitting the response.

Respondent is in compliance with Texas Government Code, , Chapter 669, relating to contracting with an executive of a state agency. If Chapter 669 applies, respondent shall provide the following information as an attachment to this response. Name of former executive, name of state agency, date of separation from state agency, position with respondent, and date of employment with respondent.

Respondent agrees that any payments due under this contract will be applied towards any debt, including but not limited to delinquent taxes and child support that is owed to the State of Texas.

Respondent represents and warrants that the individual signing this Execution of Proposal is authorized to sign this document on behalf of the respondent and to bind the respondent under any contract resulting from this proposal.

RESPONDENT (Company) _____

SIGNATURE (INK): _____

NAME (PRINTED) _____

TITLE: _____ **DATE:** _____

STREET: _____

CITY/STATE/ZIP _____

TELEPHONE AND FAX/SCMILE NO.: _____

TEXAS IDENTIFICATION NUMBER (TIN): _____

In the case of a tie between two (2) or more respondents, the award will be made in accordance with preferences as outlined in 34 TAC Sec. 20.38. If a tie still exists after review of preferences claimed by respondents, Texas A&M University-San Antonio will draw lots to break the tie.

Check below if preference claimed under 34 TAC Sec. 20.38

- 1. Supplies, materials, equipment, or services produced in TX/offered by TX bidders
- 2. Agricultural products produced or grown in TX
- 3. Agricultural products and services offered by Texas bidders
- 4. USA produced supplies, materials or equipment
- 5. Products of persons with mental or physical disabilities
- 6. Products made of recycled, remanufactured, or environmentally sensitive materials including recycled steel
- 7. Energy efficient products
- 8. Rubberized asphalt paving material
- 9. Recycled motor oil and lubricants
- 10. Products produced at facilities located on formerly contaminated property
- 11. Products and services from economically depressed or blighted areas

NOTE: RESPONDENTS SHALL COMPLETE AND RETURN THIS SECTION WITH THEIR PROPOSAL. FAILURE TO DO SO WILL RESULT IN DISQUALIFICATION OF THE PROPOSAL.



TEXAS A&M INTERNATIONAL UNIVERSITY
A Member of The Texas A&M University System
Office of Purchasing and Support Services

Addendum I
to
RFP 2016-0901

Texas A&M International University is issuing this Addendum to modify Section 3.1 “Schedule of Events.” All other dates contained in the specifications of the RFP are also amended to follow the revised schedule below.

3.1 SCHEDULE OF EVENTS: Respondents are advised that the dates listed below are a tentative and may change as needed.

<u>EVENT</u>	<u>DATE</u>
Issue RFP and Post to Electronic State Business Daily	September 9, 2015
Deadline for submission of questions	September 23, 2015
University response to questions	September 25, 2015
Deadline for submission of proposals	October 8, 2015
Committee review of proposals	through October 22, 2015
Notification of award	October 23, 2015

9/16/2015



TEXAS A&M INTERNATIONAL UNIVERSITY
A Member of The Texas A&M University System
Office of Purchasing and Support Services

Addendum II
to
RFP 2016-0901
Strategic Enrollment Management Consulting Services and Web Strategy

The University has received questions to the RFP and expects to post the responses to the submitted questions by end of day on Monday, September 28, 2015.

9/24/2015



TEXAS A&M INTERNATIONAL UNIVERSITY
A Member of The Texas A&M University System
Office of Purchasing and Support Services

Addendum III
to
RFP 2016-0901
Strategic Enrollment Management Consulting Services and Web Strategy

The following information includes answers to questions that were e-mailed by vendors prior to the deadline of September 23, 2015.

1. Is there an incumbent for this project?
No.
2. Regarding the review of 10 competitor sites, what is expected to be covered?
Aspects such as architecture, search engine optimization strategies, academic content, responsiveness, use of data collection forms.
3. We typically thoroughly review the top 3 competitors for architecture, content, and design, would this suffice?
No, the request is for 10 competitor websites to be evaluated.
4. Can you explain what you want the outcomes to be for the card sorting session with the five focus groups?
User opinions on website ease of use and understanding ease of navigation, responsiveness, aesthetics/pleasing to the eye, as well as information prospective students may be seeking.
5. Not sure how we can make recommendations for the content choreography schemes for responsive design breaks before the designs are due; assuming this can happen at the template design phase?
Based on your research and experience, indicate the best way and/or time to set up responsive breaks.
6. How many pages of content do you anticipate the vendor to write?
Refer to page 7 of the RFP.

7. Initial SEO review of pages to be written could prove difficult; what if the page(s) we select do not yet exist?
Refer to page 7 of the RFP. If pages are to be created then review would not be necessary.
8. We cannot detect a CMS on the current site (www.tamtu.edu). What CMS are you using, and what CMS will you use for the new site?
We are currently transitioning to Cascade.
9. Regarding the requested CMS training, how many CMS users are there?
Conservatively, we estimate there will be between 150-200 users.
10. Who will host the new site?
The University hosts the front end and the database is hosted by Hannon Hill (Amazon).
11. How many participants to expect will need to be trained in analytics? What is their level of knowledge within Google Analytics (beginner, medium, advanced)?
Approximately 10 people will need to be trained, and levels of knowledge vary from beginner to advanced.
12. What is the budget for the web development portion of the project?
Please provide us your pricing as requested on the RFP.
13. What is the expected timeline for delivery of the new site?
As soon as possible, refer to the RFP for timeline.
14. What databases does the site need to work with for form submissions and request for information?
Cascade, Wufoo, Trumba, Microsoft SQL
15. 2.1 Quantify academic quality, diversity, financial profile, public perception, and success rates?
Increase enrollment in all areas; refer to <http://www.tamtu.edu/adminis/oire> for current/baseline data.
16. 2.1 Can you provide any historical reference to stated goals?
The State of Texas through the Texas Higher Education Coordinating Board, along with The Texas A&M University System require public institutions to meet certain performance measures, please refer to THECB website (<http://www.thecb.state.tx.us/>) and the EMPOWERU website of The Texas A&M University System (<http://empoweru.tamus.edu/>).

17. 2.2.1 Please define the “new student enrollment projection model you refer to in the 1st bullet point.

The new student enrollment projection model should depict student flow and generate a predictive model of future enrollment. Were we going to provide an information link from a professional organization that Minita mentioned?

18. 2.2.2 What’s the current CMS? Are you planning to stay with this CMS?

We are currently transitioning to Cascade, as mentioned above, and the University will continue to use Cascade.

19. What is the target audience for this project? Are we focused on traditional high school leads? Transfer? Or International?

The target is any and all prospective students for all undergraduate and graduate programs.

9/28/2015