Request for Proposal

For CMU 2884 Enrollment Strategy, Analytics, and Student Engagement Solutions



RFP Issue Date:	**11/10/26**
Proposal Due Date:	**12/10/26 @ 11:00am MT**
Issued By:	**Breanne Meier**
Title	**Director of Procurement**

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Section 1: Administrative information

1. Issuing Office

This Request for Proposal (RFP) is issued by the Colorado Mesa University (University) Purchasing Department on behalf of the Admissions Department. The Purchasing Department is the SOLE point of contact concerning this RFP. All communication must be done through the Purchasing Department.

2. Official Means of Communication

During the solicitation process for this RFP, all official communication between the Purchasing Department and Offerors will be via postings on the Rocky Mountain E-Purchasing System (RMEPS) website at: https://www.rockymountainbidsystem.com also known as https://www.bidnetdirect.com/colorado. The RMEPS website offers both free and paid registration options that allow for full access of the solicitation documents and for electronic submission of proposals.

NOTE: Free registration on the site may take up to 24 hours to process; plan registration to allow time for on-time bid submission. The University does not have access or control of the vendor side of the RMEPS site; contact RMEPS directly to resolve any issues encountered prior to response deadline at (800) 835-4603.

The Purchasing Department will post notices which will include, but not be limited to, any modifications to administrative or performance requirements, answers to inquiries received, clarifications to requirements, and the announcement of the apparent winning Offeror. It is incumbent upon Offerors to carefully and regularly monitor the RMEPS website for any such postings.

The Purchasing Department will also post communications through the University Open Solicitations website at: https://www.coloradomesa.edu/procurement-payment/open-solicitations.html. Information on this website is for reference only; the RMEPS website is the platform of record. It is incumbent that bidders review the University's Solicitation Instructions.

3. Purpose

This RFP provides prospective Offerors with sufficient information to enable them to prepare and submit proposals for consideration by the Purchasing Department to satisfy the need for expert assistance in the completion of the goals of this RFP.

4. Definitions

A. In the following RFP, the term “University” shall be understood to mean “Colorado Mesa University.”
B. In the following RFP, the term “Offeror” shall be understood to mean the individual, company, corporation, or firm formally submitting a response to this RFP and may also be referred to as the “Bidder,” “Vendor” or “Contractor.”
C. In the following RFP, the term “Response” shall be understood to mean a written offer to provide goods and/or services in accordance with the general conditions, instruction, and specifications stated herein with the exceptions clearly stated, and may be used interchangeably with the terms “Proposal” and “Bid.”

5. Scope

This RFP contains the instructions governing the proposal to be submitted and the material to be included therein; mandatory requirements which must be met to be eligible for consideration; and other requirements to be met by each proposal.

6. Schedule of Activities

RFP Issue Date	11/10/2026
Written Inquiries Due	11/17/2026 at 11:00 am MST
Response to Written Inquiries	11/19/2026
Proposal Submission Deadline	12/10/2026 at 11:00am MT
Oral Interviews	12/18/2026
Notice of Award	12/22/2026
Contract Negotiation	12/22/2026

7. Inquiries, Clarifications, and Responses

Offerors may make inquiries concerning this RFP to obtain clarification of requirements. All inquiries must be submitted electronically to the Rocky Mountain E Procurement System (RMEPs), Bidnet, https://www.bidnetdirect.com. No inquiries will be accepted outside of Bidnet or after the date and time indicated in the Schedule of Activities. Offerors shall confirm successful receipt of said inquiries.

Written responses to inquiries will be provided as an addendum to be posted on the RMEPS website on the date shown in the Schedule of Activities. Offerors should not rely on any other statements that alter any specification or other term or condition of the RFP.

Owner initiated changes to this RFP will be posted in the form of addenda on https://www.bidnetdirect.com/colorado. Communication regarding the project during the procurement, outside of this submission process or scheduled procurement milestones is not permitted.

8. Addendum or Supplement to Request for Proposal

In the event that it becomes necessary to revise any part of this RFP, an addendum notice will be posted on the RMEPS website. Bidders shall not rely on any other interpretations, changes, or corrections.

9. Modification or Withdrawal of Proposals

Proposals may be modified or withdrawn by the Offeror prior to the established submission due date and time.

10. Proposal Submission

Proposals must be received on or before the date and time indicated in the Schedule of Activities. Bids will only be accepted electronically through the RMEPS website, https://www.bidnetdirect.com. The Vendor Signature Form MUST be signed by the Offeror or an officer of the Offeror legally authorized to bind the Offeror to the proposal. The Vendor Signature Form is to be included with the proposal. Proposals which are determined to be at a variance with this requirement will not be accepted.

11. Acceptance of RFP Terms

A proposal submitted in response to this RFP shall constitute a binding offer. Acknowledgment of this condition shall be indicated by the signature of the Offeror, or an officer of the Offeror legally authorized to execute contractual obligations. A submission in response to this RFP acknowledges acceptance by the Offeror of all terms and conditions including compensation, as set forth herein. An Offeror shall identify clearly and thoroughly any variations between its proposal and the University's RFP. Failure to do so shall be deemed a waiver of any rights to subsequently modify the terms of performance, except as outlined or specified in the RFP.

12. Bid Opening

Due to the complexity of this Proposal, information provided at the Bid Opening shall be restricted to the NAME AND NUMBER OF RESPONDERS. Inspection of the Offerors' proposals will not be allowed until after the notice of intent to award if posted on the RMEPS website.

13. Oral Interview/Site Visits

The Evaluation Committee may conclude after the completion of the proposal evaluation that oral interviews and/or demonstrations are required to determine the successful Offeror. All Offerors may not have an opportunity to interview and/or give demonstrations. The University will interview no more than three firms, known as the Short List.

The presentation process will allow the Offerors to demonstrate their proposal offering, explaining and/or clarifying any unusual or significant elements related to their proposals. Offeror's key personnel, who will directly work with CMU, may be required to participate in a structured interview to determine their understanding of the requirements of this proposal, their authority and reporting relationships within their firm, and their management style and philosophy.

Detailed notes of oral interviews and/or demonstrations may be recorded and supplemental information (such as briefing charts, etc.) may be accepted. Additional written information gathered in this manner shall not constitute replacement of proposal contents.

Once oral interviews and/or demonstrations have been completed the selection committee will make a recommendation to the University and the University reserves the right to make a contract award without any further discussion with the Offerors regarding the proposals received. Any cost incidental to the oral interviews and/or demonstrations shall be borne entirely by the Offeror.

The university reserves the right to waive any formality or any informality in the proposal award process. CMU reserves the right to accept any proposal, in whole or in part, and to reject any or all proposals as necessary.

14. Protested Solicitations and Awards

Any actual or prospective Offeror or contractor who is aggrieved in connection with the solicitation or award of a contract may protest to the University Purchasing Director. The protest shall be submitted in writing within seven working days after such aggrieved person knows, or should have known, of the facts giving rise thereto. [Reference Colorado Revised Statutes (CRS) Section 24-109-101 et. seq., 24-109-201 et. seq., and University Procurement Rules Section 18.C.1 through 18.C.9.]

With regard to the emphasized language above, it is important for Offerors to note that a challenge to the solicitation's requirements or specifications should be made within 7 days of when the protested item is known. In other words, if you believe that the solicitation contains a requirement you want to protest, the protest should be submitted within the 7-day time period, even if that means it is filed during the time the solicitation is still open.

As noted in the paragraph above, announcement of the apparent winning Offeror will be made via a posting on the RMEPS website. The requirement for timely submission of any protest (7 working days) will begin on the first working day following posting of the award notice on the RMEPS website.

15. Confidential/Proprietary Information

Any restrictions of the use or inspection of material contained within the proposal shall be clearly stated in the proposal itself. The Offeror must state specifically what elements of the proposal are to be considered confidential/proprietary. Confidential/proprietary information must be readily identified, marked, and separately packaged from the rest of the proposal. Co-mingling of confidential/proprietary and other information is NOT

acceptable. Neither a proposal in its entirety, nor proposal price information will be considered confidential/proprietary. Any information that will be included in any resulting contract cannot be considered confidential.

16. RFP Response Material Ownership

All material submitted regarding this RFP becomes the property of the University. Proposals may be reviewed by any person after the "Notice of Intent to Make an Award" letter has been issued, subject to the terms of § 24-72-201 et.seq. CRS, as amended, Public (open) Records.

17. Proposal Prices

Estimated proposal prices are not acceptable. Proposal prices will be considered to be your best and final offer, unless otherwise stated in the RFP. The proposal price will be considered in determining the apparent successful Offeror.

18. Discussion with Responsible Offerors and Revisions to Proposal

Discussions may be conducted with responsible Offerors who submit proposals determined to be reasonably susceptible of being selected for award; for the purpose of clarification to assure full understanding of, and responsiveness to, the solicitation requirement. Offerors shall be accorded fair and equal treatment with respect to any opportunity for discussions and revision of proposals, and such revisions may be permitted after submissions and prior to award, for the purpose of obtaining best and final offers. In conducting discussions, there shall be no disclosure of any information derived from proposals submitted by competing Offerors.

The University reserves the right to hold discussions with Offerors who have been found to be in the competitive range, such discussions may result in the University conducting Best & Final Offers.

19. Selection of Proposal

As described within the RFP, an Evaluation Committee will review and score offers submitted to make a recommendation for award. Selection will be given to the responsive and responsible Offeror whose proposal, conforming to the RFP, will be the most advantageous to the University, price and other factors considered.

After reviewal and approval of the evaluation committee’s written recommendation, the Purchasing Department will notify all Offerors via the RMEPS website of the results of the RFP evaluation. The posting will be an announcement of the “Notice of Intent to Make an Award” and will name the apparent successful Offeror.

20. Award of Contract

A contract must be completed and signed by all parties concerned. In the event the parties are unable to enter into a contract, the University may elect to cancel the “Notice of Intent to Make an Award” letter and make the award to the next most responsible Offeror.

21. Acceptance of Proposal Content

The contents of the proposal (including persons specified to implement the project) of the successful Offeror will become contractually obligated if acquisition action ensues. Failure of the successful Offeror to accept these obligations in a contract may result in cancellation of the award and such Offeror may be removed from future solicitations. Under these conditions, the University reserves the right to enter into negotiations with the next ranking bidder on the same terms and conditions as set forth in the Request for Proposal.

22. Standard Contract

The successful bidder will enter into a contract with the University. The state contract contains certain required provisions for doing business with the state of Colorado, labeled “Special Provisions.” The Special Provisions are

required to be contained in every state contract without modification or exception. The Offeror shall include with its proposal a separate page entitled “Exceptions to Contract Terms,” setting forth in detail all objections and exceptions it may have to any other terms and provisions contained in the special provisions, and failing such, shall be deemed to have accepted such terms and provisions. Failure to accept the University’s standard contract provisions may result in cancellation of the award. The state contract, including the Special Provisions, is attached electronically as a separate PDF document.

23. RFP Cancellation

The University reserves the right to cancel this Request for Proposal at any time, without penalty.

24. Ownership of Contract Products/Services

Proposals, upon established opening time, become the property of the University. All products/services produced in response to the contract resulting from this RFP will be the sole property of the University unless otherwise noted in the RFP. The contents of the successful Offeror's proposal will become contractual obligations.

25. Incurring Costs

The University is not liable for any cost incurred by Offerors prior to issuance of a legally executed contract. No proprietary interest of any nature shall accrue until a contract is awarded and signed by all concerned parties.

26. Non-Discrimination

The Offeror shall comply with all applicable state and federal laws, rules and regulations involving non-discrimination on the basis of race, color, religion, national origin, age, or sex.

27. Rejection of Proposals

The University reserves the right to reject any or all proposals and to waive informalities and minor irregularities in proposals received and to accept any portion of a proposal or all items proposed if deemed in the best interest of the University.

28. Parent Company

If an Offeror is owned or controlled by a parent company, the main office address and parent company's tax identification number shall be provided in the proposal. The tax identification number provided must be that of the Offeror responding to the RFP.

29. News Releases

News releases pertaining to this RFP shall NOT be made prior to execution of the contract without prior written approval by the University.

30. Contract Cancellation

The University reserves the right to cancel, for cause, any contract resulting from this RFP by providing timely written notice to the offeror.

31. Certification of Independent Price Determination

A. By submission of this proposal, each Offeror, and in the case of a joint proposal, each party thereto, certified as to its own organization, that, in connection with this procurement:
    1. The prices in this proposal have been arrived at independently, without consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other Offeror or with any competitor;

2. Unless otherwise required by law, the prices which have been quoted in this proposal have not been knowingly disclosed by the Offeror and will not knowingly be disclosed by the Offeror prior to opening, directly or indirectly to any other Offeror or to any Competitor; and
3. No attempt has been made or will be made by the Offeror to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.

B. Each person signing the Vendor Signature Form of this proposal certified that:
1. They are the person in the Offeror's organization responsible within that organization for the decision as to the prices being offered herein and that they have not participated, and will not participate, in any action contrary to (A)(1) through (A)(3) above; or
2. They are not the person in the Offeror's organization responsible within that organization for the decision as to the prices being offered herein but that they have been authorized in writing to act as agent for the persons responsible for such decision in certifying that such persons have not participated, and will not participate, in any action contrary to (A)(1) through (A)(3) above, and as their agent does hereby so certify; and they have not participated, and will not participate, in any action contrary to (A)(1) through (A)(3) above.

C. A proposal will not be considered for award where (A)(1), (A)(3), or (2) above has been deleted or modified. Where (A)(2) above has been deleted or modified, the proposal will not be considered for award unless the Offeror furnishes with the proposal a signed statement which sets forth in detail the circumstances of the disclosure and the head of the agency, or their designee, determines that such disclosure was not made for the purpose of restricting competition.

32. Conflicts of Interest

The holding of public office or employment is a public trust. A public officer or employee whose conduct departs from their fiduciary duty is liable to the people of the state. Rules of conduct for public officers and state employees:

A. Proof beyond a reasonable doubt of commission of any act enumerated in this section is proof that the actor has breached their fiduciary duty.

B. A public officer or a state employee shall not:
1. Engage in a substantial financial transaction for their private business purposes with a person whom they inspect, regulate, or supervise in the course of their official duties;
2. Assist any person for a fee or other compensation in obtaining any contract, claim, license, or other economic benefit from their agency;
3. Assist any person for a contingent fee in obtaining any contract, claim, license, or other economic benefit from any state agency, or
4. Perform an official act directly and substantially affecting to its economic benefit a business or other undertaking in which they either have a substantial financial interest or is engaged as counsel, consultant, representative, or agent.

C. A head of a principal department or a member of a quasi-judicial or rule-making agency may perform an official act notwithstanding paragraph (4) of subsection (B) of this section if their participation is necessary to the administration of a statute and if they comply with the voluntary disclosure procedures under CRS section 24-18-110.

D. Paragraph (3) of subsection (B) of this section does not apply to a member of a board, commission, council, or committee if they comply with the voluntary disclosure procedures under CRS 24-18-110 and if they are not a full-time state employee. Reference CRS 24-18-108.

33. Taxes

Colorado Mesa University, as purchaser, is exempt from all federal excise taxes under Chapter 32 of the Internal Revenue Code Registration No. 84-6000546) and from all state government use taxes (Ref. Colorado Revised

Statutes Chapter 39-26.114(a)). Our Colorado State Sales Tax Exemption Number is 98-03693. Seller is hereby notified that when materials are purchased in certain political subdivisions the seller may be required to pay sales tax even though the ultimate product or service is provided to the state of Colorado. This sales tax will not be reimbursed by the state.

34. Assignment and Delegation

Except for assignment of antitrust claims, neither party to any resulting contract may assign or delegate any portion of the agreement without the prior written consent of the other party.

35. Availability of Funds

Financial obligations of the University payable after the current fiscal year are contingent upon funds for that purpose being appropriated, budgeted, and otherwise made available. In the event funds are not appropriated, any resulting contract will become null and void, without penalty to the University and the state of Colorado.

36. Bid Bonds/Security

If the RFP so states, a bid security in an amount equal to 5% of your proposal shall be furnished if your proposal exceeds $50,000. If the specifications so state, it may be required for projects of less than $50,000. Not required for this Bid.

37. Contractor's Performance Bond

Not required for this Solicitation.

38. Standard Insurance Requirements

A. The Offeror shall obtain, and maintain at all times during the term of this contract, insurance in the following kinds and amounts:
    1. Workers' Compensation Insurance as required by state statute, and Employer's Liability Insurance covering all of offeror's employees acting within the course and scope of their employment.
    2. Commercial General Liability Insurance written on ISO occurrence form CG 00 01 10/93 or equivalent, covering premises operations, fire damage, independent offerors, products and completed operations, blanket contractual liability, personal injury, and advertising liability with minimum limits as follows:
        i. $1,000,000 each occurrence;
        ii. $2,000,000 general aggregate;
        iii. $2,000,000 products and completed operations aggregate; and
        iv. $50,000 any one fire.
    3. Automobile Liability Insurance covering any auto (including owned, hired, and non-owned autos) with a minimum limit as follows: $1,000,000 each accident combined single limit.

B. Colorado Mesa University shall be named as additional insured on the Commercial General Liability and Automobile Liability Insurance policies (leases and construction contracts will require the additional insured coverage for completed operations on endorsements CG 2010 11/85, CG 2037, or equivalent). Coverage required of the contract will be primary over any insurance or self-insurance program carried by the University.

C. The Insurance shall include provisions preventing cancellation or non-renewal without at least 30 days prior notice to the University.

D. The offeror will require all insurance policies in any way related to the contract and secured and maintained by the offeror to include clauses stating that each carrier will waive all rights of recovery, under subrogation or otherwise, against the University, its agencies, institutions, organizations, officers, agents, employees, and volunteers.

E. All policies evidencing the insurance coverages required hereunder shall be issued by insurance companies satisfactory to the University.
F. The offeror shall provide certificates showing insurance coverage required by this contract to the University within seven business days of the effective date of the contract, but in no event later than the commencement of the services or delivery of the goods under the contract. No later than 15 days prior to the expiration date of any such coverage, the offeror shall deliver the state certificates of insurance evidencing renewals thereof. At any time during the term of this contract, the University may request in writing, and the offeror shall thereupon within 10 days supply to the University, evidence satisfactory to the University of compliance with the provisions of this section.
G. Notwithstanding subsection A of this section, if the offeror is a "public entity" within the meaning of the Colorado Governmental Immunity Act CRS 24-10-101, et seq., as amended ("Act'), the offeror shall at all times during the term of this contract maintain only such liability insurance, by commercial policy or self-insurance, as is necessary to meet its liabilities under the Act. Upon request by the University, the contractor shall show proof of such insurance satisfactory to the University.

39. Independent Contractor Clause

All personal service contracts must contain the following clause:

"The contractor shall perform its duties hereunder as an independent contractor and not as an employee. Neither the contractor nor any agent or employee of the contractor shall be or shall be deemed to be an agent or employee of the state. Contractor shall pay when due all required employment taxes and income tax withholding, shall provide and keep in force worker's compensation (and show proof of such insurance) and unemployment compensation insurance in the amounts required by law, and shall be solely responsible for the acts of the contractor, its employees and agents."

40. Indemnification

To the extent authorized by law, the contractor shall indemnify, save and hold harmless the University, its employees and agents, against any and all claims, damages, liability and court awards including costs, expenses, and attorney fees incurred as a result of any act or omission by the contractor or its employees, agents, subcontractors, or assignees pursuant to the terms of the contract resulting from this RFP.

41. Venue

The laws of the state of Colorado, U.S.A. shall govern in connection with the formation, performance, and the legal enforcement of any resulting contract. Further, Title 24, C.R.S. as amended, Article 101 through 112 and Rules adopted to implement the statutes govern this procurement.

Section 2: Background, Overview, and Goals

1. Background

Colorado Mesa University is a public university located in Grand Junction, Colorado. CMU serves a diverse student population through a broad academic portfolio that includes certificate, Associate of Applied Science, and bachelor's degree programs. The university seeks a solution that recognizes its institutional mission, student populations, enrollment processes, and evolving strategic priorities.

2. Overview

Colorado Mesa University (CMU) invites proposals from qualified vendors to provide services, solutions, and strategic partnership opportunities that support the university's enrollment objectives.

CMU welcomes proposals incorporating existing products, customized services, emerging technologies, artificial intelligence, analytics, consulting, or other innovative approaches that demonstrate the potential to advance the university's enrollment goals.

The University's general goal is to strengthen recruitment effectiveness, improve student engagement and matriculation, enhance data-informed decision-making, and establish sustainable approaches to continuous enrollment improvement.

CMU pursues value aligned partnerships where partners integrate ways to help CMU fulfill its mission, vision and values, while aiding in value-added initiatives that benefit CMU departments and other auxiliary enterprises. To achieve these goals the partnership must support the fundamental core values of each party. Any resulting agreement must embody the mission and vision and values of Colorado Mesa University.

The selected vendor should demonstrate the ability to create measurable value for CMU through increased enrollment yield, improved student experience, reduced administrative workload, improved staff productivity, and/or avenues of participation in the success generated by the solution.

To avoid the appearance of a conflict of interest in connection with the solicitation, evaluation, or award of a resulting contract, Colorado Mesa University (CMU) discloses that it currently has an active contract with Knowledgeable AI Inc. for A.I. enrollment services with an anticipated expiration date of January 2nd, 2027. CMU is disclosing this relationship to promote transparency and ensure the integrity of the competitive procurement process. All proposals will be evaluated using the requirements and evaluation criteria established in this solicitation.

Section 3: Statement of Work

The selected vendor shall collaborate with CMU to assess institutional needs, recommend appropriate strategies and solutions, and support implementation and evaluation. The proposed statement of work may include, but is not limited to, the following areas:

A. Enrollment Strategy and Analytics

- Evaluate enrollment trends, recruitment processes, student engagement, and conversion throughout the enrollment lifecycle.
- Identify opportunities to improve recruitment effectiveness, yield, matriculation, and enrollment outcomes.
- Analyze student segments, communication channels, engagement patterns, and potential barriers to enrollment.
- Develop actionable recommendations supported by institutional data and relevant analysis.

B. Student Engagement and Personalized Outreach

- Recommend strategies, tools, or processes to support timely, relevant, and personalized engagement with prospective and admitted students.
- Identify opportunities to strengthen student connection, institutional fit, and sense of belonging.
- Support the development of effective outreach strategies, communication practices, and engagement approaches.

- Identify opportunities to reduce enrollment attrition and improve the transition from admission to matriculation.

C. Technology, Data, and Innovation

- Propose technology-enabled or other innovative approaches to support enrollment strategy, analytics, student engagement, and operational effectiveness.
- Identify opportunities to leverage predictive analytics, artificial intelligence, automation, or other relevant capabilities, where appropriate.
- Describe how proposed solutions would integrate with or complement CMU's existing technology environment and operational workflows.
- Address data security, privacy, institutional data ownership, applicable regulatory requirements, and system accessibility.

D. Implementation and Operational Support

- Provide an implementation plan that identifies key activities, milestones, resource requirements, and anticipated timelines.
- Deliver appropriate training, consultation, and change-management support to facilitate adoption.
- Support the effective use of proposed solutions by relevant CMU personnel.
- Identify opportunities to improve workflow efficiency, staff effectiveness, and the use of institutional resources.

E. Assessment and Continuous Improvement

- Establish measurable performance indicators aligned with CMU's enrollment objectives.
- Evaluate the effectiveness of implemented strategies, tools, and interventions.
- Provide periodic reporting, analysis, and recommendations for improvement.
- Adapt proposed approaches as enrollment patterns, institutional priorities, and student needs evolve.

Collaborative Partnership and Innovation

CMU places particular value on partnerships that extend beyond a traditional vendor-client relationship. Preference will be given to vendors that demonstrate a unique, creative approach to partnership and propose collaborative opportunities that leverage the expertise, resources, and capabilities of both the vendor and the university.
Vendors are encouraged to identify opportunities for shared problem-solving, collaborative development, customized solutions, innovative service models, and ongoing strategic consultation. Proposals should explain how the vendor would work alongside CMU personnel to understand institutional needs, test new approaches, evaluate results, and refine solutions over time.

CMU is particularly interested in partners who demonstrate flexibility, initiative, a willingness to challenge conventional approaches, and a commitment to developing solutions responsive to the university's specific context rather than offering a standardized product or service alone.

General Expectations

The selected vendor shall work collaboratively with designated CMU representatives, maintain regular communication, and provide services consistent with the mutually agreed scope, timeline, and performance expectations. Any proposed solution must support applicable university policies, data security requirements, privacy obligations, and relevant laws and regulations.
CMU seeks a partner that can provide both immediate value and a foundation for sustained improvement. The university welcomes proposals that demonstrate a clear understanding of its needs while presenting creative, forward-looking approaches to strengthening enrollment outcomes and student success.

Deliverables and Expected Outcomes
Vendors shall identify the deliverables associated with their proposed approach. Depending on the proposed solution, deliverables may include:

- Assessment of current enrollment processes, needs, and opportunities.
- Strategic recommendations and an implementation roadmap.
- Analytical tools, technology solutions, reports, dashboards, or related resources.
- Customized recruitment, engagement, or enrollment improvement strategies.
- Training, consultation, and ongoing implementation support.
- Performance measures, progress reports, and outcome evaluations.
- Recommendations for continued refinement and long-term sustainability.

The selected vendor will be expected to demonstrate how its proposed services and partnership will contribute to measurable improvements in enrollment effectiveness, student engagement, operational efficiency, and institutional decision-making.

Section 4: Offeror's Response Format & Requirements

Proposals should include the following information:

1. **Vendor Background and Experience:** Relevant experience, qualifications, and demonstrated success working with higher education institutions or organizations with comparable needs.
2. **Proposed Approach:** A description of the recommended solution, methodology, services, and how the proposal addresses the scope outlined in this RFP.
3. **Innovation and Partnership Model:** An explanation of the vendor's distinctive approach to collaboration, creative problem-solving, customization, and shared value creation.
4. **Implementation Plan:** Proposed timeline, major milestones, staffing, CMU resource requirements, and anticipated implementation considerations.
5. **Technology and Data Requirements:** Description of relevant technical capabilities, integration requirements, data governance practices, security measures, and applicable compliance considerations.
6. **Assessment and Performance Measurement:** Proposed measures of success, reporting practices, and methods for evaluating effectiveness and return on investment.
7. **Cost and Pricing Structure:** Detailed pricing, including implementation, licensing, services, ongoing support, optional components, and any other anticipated costs.
8. **References and Demonstrated Results:** Relevant client references, examples of comparable engagements, and evidence of measurable outcomes where available.

*Vendor Signature Form must be submitted alongside bid proposal (page 16)

Section 5: Evaluation Process and Criteria

1. Evaluation Process

All proposals submitted in response to this RFP will be reviewed for responsiveness prior to referral to the evaluation committee. Each response will be scored by each member of the Evaluation Committee in each of the following areas outlined in Section 4, Offeror's Response Format and each area will be rated on a scale from 1-10 with 10 being the highest rating and 1 being the lowest rating.

2. Evaluation Criteria

1. Alignment with CMU's enrollment objectives and institutional context. 10%

2.	Quality, feasibility, and effectiveness of the proposed approach.	5%
3.	Demonstrated experience and relevant qualifications.	15%
4.	Innovation, flexibility, and potential for customization.	10%
5.	Uniqueness and creativity of the proposed partnership model.	25%
6.	Ability to demonstrate measurable outcomes and continuous improvement.	10%
7.	Technology compatibility, data security, and implementation feasibility, as applicable.	10%
8.	Quality of implementation, training, and ongoing support.	10%
9.	Overall cost, value, and anticipated return on investment.	5%

While a numerical rating system may be used to assist the evaluation committee in selecting the competitive range (if necessary) and making the award decision, the award decision ultimately is a business judgment that will reflect an integrated assessment of the relative merits of the proposals using the factors and any relative weights if established.

3. Basis of Award

The technical factors will be assessed based on the soundness of the Offeror's approach and understanding of the requirements. The experience and/or demonstrated capabilities factor will be assessed by considering the extent to which the qualifications, experience, and past performance are likely to foster successful, on-time performance. Assessments include a judgment concerning the potential risk of unsuccessful or untimely performance and the anticipated amount of University involvement necessary to ensure timely, successful performance. The selection is ultimately a business judgment that will reflect an integrated assessment of the relative merits of proposals using the factors identified above. The University reserves the right to reject any (or all) proposal(s) that pose in the judgment of the University, unacceptable risks of unsuccessful or untimely performance, unacceptable University resource requirements, or costs exceeding the budget constraints.

Failure of the Offeror to provide any information requested in the RFP may result in disqualification of the proposal and shall be the responsibility of the Offeror.

VENDOR SIGNATURE FORM

CMU 2884
Enrollment Strategy, Analytics, and Student Engagement Solutions

Proposals Due: 12/10/2026 Time: 11:00 am MT

Bids will be accepted electronically through the Rocky Mountain ePurchasing System (RMEPS) website at https://www.rockymountainbidsystem.com. The RMEPS website offers both free and paid registration options that allow for full access of the solicitation documents and for electronic submission of proposals. [Note: Free registration on the site may take up to 24 hours to process; plan registration to allow time for on-time bid submission.] Colorado Mesa University does not have access or control of the vendor side of the RMEPS website, contact RMEPS directly to resolve any issues encountered prior to response deadline (800) 835-4603.

The Offeror herein noted has carefully examined all components, instructions and requirements of this RFP and proposes to furnish the services described herein. The undersigned hereby agrees to provide **Enrollment Strategy, Analytics, and Student Engagement Solutions** on behalf of Colorado Mesa University in accordance with the specifications, requirements, terms, and conditions contained herein for the rates quoted. The undersigned certifies that all representations, certifications, and statements within its proposal are true and accurate as of the date of the proposal submission. The person signing this Vendor Signature Form certifies that they are a duly authorized officer for the Offeror, and that the information and any materials enclosed with this proposal represent the capability of the company to provide the services described in the quote.

This Vendor Signature Form page ***MUST*** be signed for proposal to be valid.

COMPLETE THE FOLLOWING:

Federal Employer ID No. _____ Date:_____

Company Name: _____

Authorized Signature: _____

Typed/Printed Name: _____

Title:_____

Address: _____

City/State/Zip: _____

Phone No.: _____

Contact for Clarifications: _____

Name: _____

Title: _____

Phone No.: _____

Email: _____

Offeror Acknowledges Receipt of Addendum No. ____, ____, ____, ____ (Addendums MUST be acknowledged)