

REQUEST FOR PROPOSALS NO. 14-146

ARKANSAS TECH UNIVERSITY
Purchasing Department
Young Building East End
203 West O Street
Russellville, AR 72801-2222

PROPOSALS MUST BE SUBMITTED IN A SEALED ENVELOPE WITH THE RFP NUMBER, OPENING DATE AND TIME SHOWN ON THE OUTSIDE OF THE ENVELOPE.

FAXED RESPONSES WILL NOT BE ACCEPTED.

RESPONSE DUE BY: November 6, 2014

TIME: 4:00 p.m.

For additional information: Jessica Holloway, APO, Purchasing Director

Telephone: 479-968-0269 Fax: 479-968-0633
Email: purchasing@atu.edu Web Site: www.atu.edu/purchasing

Successful respondents *will* be required to complete the following forms: Contract and Grant Disclosure Certification Form, EEO Form and Illegal Immigrant Certification Form. Forms are available on our web site at www.atu.edu/purchasing.

DESCRIPTION

Financial Aid / Enrollment Leveraging Consultant Service

Arkansas Tech University seeks an experienced firm to provide consultant technical services for Financial Aid/Enrollment Leveraging Strategies and Modeling. The University desires a resultant contract that is unique to Arkansas Tech University.

Goals:

1. Provide aid packages that yield the optimal mix of students, including those who may not otherwise enroll at the institution (recruitment).
2. Help close gaps between costs and resources that may prevent students from persisting to degree (retention).
3. Meet net tuition goals.
4. Data driven recruitment plans.
5. Model unique to our University.

Proposal:

The following information must be included in response. These items will be the basis of evaluation for the RFP. Failure to complete will result in rejection of proposal:

1. History of company, services, experience
2. Personnel qualifications, including resumes of individuals that will work on the project
3. Similar work performed
4. Projects currently under contract with other state agencies or educational facilities
5. Description of previous experience with higher education policy
6. Sample Contract
7. Three (3) references, one (1) of which should be a state supported institution
8. Any additional information (please place in an appendix)

Cost proposal must be submitted in a separate, sealed envelope.

Background:

Arkansas Tech University is a state university established in 1909 with programs at the technical certification, associate, baccalaureate and graduate levels. The University has three campuses. The main campus is in Russellville, Arkansas, a second campus in Ozark, Arkansas and the Arkansas Tech Career Center also located Russellville.

Arkansas Tech is home to more than 12,000 students, which makes it the third largest university in Arkansas.

Arkansas Tech has the most affordable tuition and fees among the "Big Five" universities in Arkansas, and Arkansas Tech has been named one of the 10 fastest-growing public master's degree-granting universities in the United States by The Chronicle of Higher Education two consecutive years. Arkansas Tech is the fastest growing public university in the State of Arkansas.

Fall 2014 marked the 16th consecutive record enrollment for Arkansas Tech and the first time that enrollment at the institution exceeded 12,000.

Arkansas Tech offers more than 100 programs of study, including the five most popular among college freshmen --- business, engineering, the physical and biological sciences, the social sciences and teacher education. Pre-professional programs prepare Tech students to become doctors, dentists, lawyers, pharmacists, physical therapists and veterinarians.

Technical:

The campus-wide administrative software is Banner with Argos as a reporting tool.

Award:

The University reserves the right to negotiate with the firm selected for best and final offer.

Award will be made in the best interest of the University; however, the University reserves the right to not award any contract pursuant to this RFP.

Proposals that are substantially incomplete or lack key information will be rejected.

The initial term of this contract is anticipated to be for a period of one (1) year with the option to renew on an annual basis. If the university requires additional services after that time, the contract may be extended for up to as long a time as necessary to complete the additional services. However, in no case will the term of the contract exceed seven (7) years. The University reserves the right to cancel this contract at any time upon written notice given thirty (30) days in advance. The University will give written documentation to the contractor as to the reason for cancellation. Authorized services performed for the University will be paid for through the cancellation date.

Any questions pertaining to this RFP are to be directed to Jessica Holloway, APO, Purchasing Program Director, jholloway@atu.edu, 479-968-0269.

Arkansas Tech University's Standard Terms & Conditions may be found at www.atu.edu/purchasing

Nothing in this RFP shall be construed to waive the sovereign immunity of the State of Arkansas or any entity thereof, including Arkansas Tech University.

Submittals:

Submit five (5) copies of proposal with cost proposal in a separate, sealed envelope to:

Purchasing Department
Arkansas Tech University
Young Building Suite 101
203 West O Street
Russellville, AR 72801-2222

Note RFP 14-146 on outside of envelope.

Respondent is responsible for checking the web site for any addenda.

www.atu.edu/purchasing