

ARKANSAS TECH UNIVERSITY
203 West O Street
Russellville, AR 72801-2222

Request for Proposal 10-029

Arkansas Tech University is requesting sealed proposals for **RECRUITMENT SERVICES IN KOREA**. The contract term will be from date of award through June 30, 2011, with an option to renew for six (6) additional terms of July 1 through June 30. **Responses are due not later than 4:00 p.m. local time, May 14, 2010.**

Background:

Arkansas Tech is a state university established in 1909, with a branch campus at Ozark and with programs at the technical, associate, baccalaureate and graduate levels. The Fall 2009 combined enrollment was over 8,800 students.

Point of Contact:

The University's Special Projects Coordinator shall be the SOLE point of contact. Address any questions or requests for information to:

Beth Foster, C.P.M., A.P.P.
Special Projects Coordinator
Arkansas Tech University
Young Building East End
203 West O Street
Russellville, AR 72801-2222

Tel: 479-968-0269
Fax: 479-968-0633
E-mail: efoster@atu.edu

Notification:

All respondents will be notified in writing of the company selected. All materials and documentation submitted to the University in response to this RFP shall belong to the University exclusively.

Proprietary information shall not be subject to public disclosure. However, any proprietary information must be clearly indicated.

Grounds for Rejection of Proposals:

ATU reserves the right to accept or reject any or all proposals and to waive formalities

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

The classification of the entire document as "proprietary" is not acceptable and WILL result in rejection of proposal

Late proposals will not be accepted and will be returned to the sender

Proposal must be signed in ink by an authorized representative of the vendor. Failure to do so will result in rejection of proposal.

Award:

Award will be made in the best interest of the University; and the University's decision is final. The University reserves the right to award more than one contract and to negotiate with the firm(s) selected for the best and final offer.

Contract Scope:

Provide recruitment services in Korea in order to increase the number of students studying at Arkansas Tech University. Services are to include, but not be limited to:

- a) Marketing of ATU in Korea
- b) Recruitment of prospective students, both undergraduate and graduate
- c) Establishment of a reliable agent network
- d) Notifying university officials of current trends and issues associated with recruitment and marketing in Korea
- e) Evaluation of documents submitted by applicants from Korea
- f) Screening and interviewing all prospective students
- g) Provide pre-departure orientation and training for admitted students, including logistical support for travel
- h) Provide translation services as needed

Evaluation Criteria:

The University will evaluate the proposals based on the following criteria:

Company experience on similar projects
Qualifications of staff
References
Services provided
Cost to both the University and the student
Available reports

Successful Contractor's Requirements:

Agree that any agreements entered into as a result of this Request for Proposal (RFP) will be governed by the laws of the State of Arkansas.

Agree to comply with all statutory and regulatory provisions governing the Federal student immigration laws and agree to be liable for any violation of these provisions.

Assignment:

Any resultant contract shall not be assigned without express written consent of the University. It is the intent of the University that the contractor and persons under their direct supervision perform all services.

Cancellation:

The University reserves the right to cancel any resultant contract, in part or in whole, without penalty upon 30 days written notice to the contractor. Reasons for cancellation shall include but not be limited to:

Failure to perform to expectations	(defined by ATU)
Failure to respond to requests for service in a timely manner	(defined by ATU)
ATU's decision not to exercise renewal option	

Required Submittals:

Provide a brief history of the company, including experience and expertise

Provide resume' of all individuals who will have contact with the University listing their experience and areas of expertise

Provide recruitment and marketing plan for ATU in Korea. Failure to do so WILL result in rejection of proposal

Provide a list of services provided

Provide a list of not less than two (2) references currently using your service, preferably from other colleges and universities in the United States. The list is to include the name of the person most familiar with the service, a telephone number and the number of years service has been provided. Failure to do so WILL result in rejection of proposal.

Provide samples of all forms, notices and reports offered in this proposal

Provide a list of services provided at "No Charge"

Provide a time-line for implementation of service.

IN A SEPARATE SEALED ENVELOPE, provide a fee schedule including:

- Any start-up fees
- Commission Rate
- Cost to the Student or the student's sponsor
- Any other charges to the University
- Any other charges to the student or the student's sponsor

Proposal Submission:

Vendors interested in submitting proposals must submit all documentation **by 4:00 p.m. local time, Thursday, May 14, 2010.** Send one (1) original and four (4) copies to:

Beth Foster, Special Projects Coordinator
Arkansas Tech University
203 West O Street
Russellville, AR 72801-2222 USA
Tel: 479-968-0269

Mark outside of envelope with "RFP 10-029".