

ARKANSAS TECH UNIVERSITY

PROCUREMENT SERVICES

514 West M Street
Russellville, Arkansas 72801
479-968-0269



REQUEST FOR PROPOSAL

Project: Mass Communication Notification System

PROPOSAL DEADLINE

**Proposals must be received no later than:
2:00 P.M. Central Time – June 08, 2026**

Proposal Delivery Address and Opening Location:

Arkansas Tech University
Procurement Services
514 West M Street
Russellville, AR 72801

Proposals will be accepted until the time and date specified above. The proposal package must be sealed and clearly marked with the proposal number, date and hour of proposal opening, and the proposer's return address.

Issuing Officer

Jennifer Warren, APO, Director of Procurement
479-356-2287
Jwarren2@atu.edu

1.0 INTRODUCTION

Arkansas Tech University (ATU) is requesting Proposals from qualified vendors for a mass communication alert notification system.

2.0 ARKANSAS TECH UNIVERSITY BACKGROUND

Founded in 1909, Arkansas Tech University is a public comprehensive institution of higher education located in Russellville, Arkansas. ATU serves students from across Arkansas, the region, and the nation, offering associate, undergraduate, and graduate degree programs through multiple academic colleges.

Arkansas Tech University is committed to academic excellence, workforce development, and responsible stewardship of its physical campus. The University continually invests in facilities that support teaching, research, student life, and community engagement.

3.0 SELECTION PROCESS and AWARD

Proposals will be evaluated in three (3) phases.

Phase One – Compliance Review

Procurement Services will determine whether each proposal meets all mandatory requirements of this RFP. Failure to comply may result in a proposal being deemed non-responsive. The University reserves the right to waive minor irregularities. In order to simplify the University's task of evaluating all of the proposals we have developed a format in which all proposals must be prepared. Failure to adhere to this format or omitting any of the information that is required may result in your firm's proposal being disqualified.

Phase Two – Technical and Business Evaluation

An evaluation committee appointed by Arkansas Tech University will review and score the technical and business proposals in accordance with the criteria outlined in Section 6.

Pricing will be provided to the committee during the initial evaluation term.

Phase Three – Short List Selection

Shortlisted respondents may be invited to participate in interviews. Interview dates will be communicated in writing to selected firms.

Award and Term-The University reserves the right to reject any or all proposals, or any portion thereof, and re-advertise if deemed necessary. Award will be given to the proposer whose proposal conforms to the RFP and in the sole judgement of the University, will be the most advantageous to the University. As a result of this RFP, ATU intends to award a contract to a single Contractor. The required services are to commence upon contract approval and unless terminated sooner, shall continue in force for an initial period of one year (1) year with the option to extend for additional years not to exceed a total of seven (7) years.

4.0 SCHEDULE (TENTATIVE)

Event	Date
RFP Issued	May 8, 2026
Questions Due by	May 15, 2026 4 p.m. email to jwarren2@atu.edu Answers posted on atu.edu/purchasing by 4 pm. May 18.
Proposal Submission Deadline	June 08, 2026 2 p.m.
Notification of Interviewees (if applicable)	Week of June 8, 2026
Interviews (if applicable)	Week of June 15, 2026
Award Notification	Week of June 22, 2026
Contract Execution	Anticipated September 1, 2026

Dates are subject to change by addendum.

5.0 INTERGOVERNMENTAL/COOPERATIVE USE OF PROPOSAL AND CONTRACT

In accordance with Arkansas Code §19-61-802, this proposal and the resulting contract are available to any college or university in Arkansas that wishes to utilize the services of the selected proposer, and if the proposer agrees, they may agree as provided in this RFP.

6.0 QUALIFICATIONS AND EVALUATION CRITERIA

Proposals will be evaluated on a best-value basis using the following criteria:

Section	Maximum Points
Message and Data Management	20
System Performance and Reliability	20
Deliverables	20
References	10
Cost	30
Total Possible Points	100

6.1 General Requirements

The proposed system shall:

- **Commercial Availability:** Be commercially available with a proven track record in higher education or similar sized organizations.
- **Configurability:** Allow for configurations that align with ATU's legal requirements for the Clery Act.
- **Multi-Channel Reach:** Have the ability to disseminate messages across multiple nodes, including text, email, voice call, RSS feeds, and CAP protocol.
- **Smart Phone Application:** Have a mobile application or mobile-accessible interface with administrative capability to send mass notifications.
- **SMS Opt in:** Have the ability to opt in non-university affiliated persons (ex. Campus visitors) via commonly accepted opt-in methods such as a SMS keywords, web forms or QR codes.
- **Panic Button Alerts:** configurable emergency alert activation features where supported, preferably through mobile application or mobile-accessible interface.

3.2 Communication Capabilities

The system shall support delivery via:

- **SMS/MMS:** High-throughput short-code messaging capabilities designed to support large-scale delivery.
- **Voice:** Text-to-speech (TTS) and recorded audio capabilities for landlines and mobile.
- **Email:** Integration with institutional SMTP or vendor provided email delivery services.
- **Push Notifications:** Native alerts via a mobile application or equivalent mobile delivery mechanism.
- **Desktop Alerts:** Pop-up overrides for classroom and office workstations.
- **Digital Signage/Social Media:** API triggers for campus screens and ALERTUS beacons.

6.2 Message Management

The system should include:

- **Real-Time Dashboard:** A mobile-friendly interface for launching alerts while on the move.
- **Templates:** Capability to produce a library of pre-approved templates (e.g., Active Shooter, Severe Weather, Gas Leak) to reduce human error during high-stress events.
- **Geofencing:** Ability to draw a polygon on a map and alert only those users physically located within that boundary.

6.3 User and Data Management

The system shall:

- **Automated Sync:** Support automated data feeds via SFTP or API from the Student Information System (e.g., Banner).
- **Single Sign-On (SSO):** Integrate with institutional identity providers (SAML, Shibboleth, Azure AD) for admin and user login.
- **SMS Opt in:** Allow users to manage contact information and notification preferences, including opting in to non-emergency communications.

- Data Hygiene: Automated tools to flag invalid numbers or bounced email addresses.

6.4 System Performance and Reliability

The solution shall:

- Uptime SLA: Guarantee a minimum of 99.9% availability.
- Throughput: Demonstrate the ability to delivery high-volume notifications within timeframes appropriate for emergency communications. Respondent should provide performance benchmarks to demonstrate capability.
- Redundancy: Utilize geo-redundant data centers to ensure the system remains live even if one region suffers a catastrophic failure.

6.5 Security and Privacy

The system shall:

- Compliance: Adhere to FERPA, GDPR (if applicable), and NIST security frameworks.
- Encryption: Ensure data is encrypted at rest (AES-256) and in transit (TLS 1.2+).
- Audit Trails: Log every action taken by administrators, including message content, timestamp, and target audience.

6.6 Integration

The system should:

- Public Address (PA) Systems: Connect to physical sirens or building intercoms via CAP (Common Alerting Protocol).

6.7 Deliverables

- Fully Operational System: Production environment and a separate "Sandbox/Testing" environment.
- Detailed Project Plan: Including milestones for data integration, testing, and go-live.
- Documentation: Comprehensive admin guides, API documentation, and an Incident Response playbook.
- Reporting: Post-incident analytics reports showing delivery success rates and "time-to-read" metrics.
- Training relevant to staff to utilize system.
- Ongoing support services with defined support availability (24/7) and escalation procedures.

7.0 SUBMISSION REQUIREMENTS

Proposers must submit: - One (1) hard copy and one (1) electronic copy on flash drive. One redacted copy is requested as responses are subject to Freedom of Information Act (FOIA) requests.

No emailed proposals will be accepted.

Submission Checklist:

- Completed Attachment 1
 - Completed Attachment 3 (if addenda issued)
 - Completed and signed Attachment 4
 - Contract and Grant Disclosure Form
 - EEOC Form and required documentation
 - Sealed and sent to arrive by opening date and time.
 - Signed Attachment 2 (Cost Proposal)
 - Signed Attachment A
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8.0 PERFORMANCE STANDARDS

Arkansas Code 19-61-517 requires that certain contracts for services include Performance Standards for measuring the overall quality of services provided.

Milestone Payment Contracts	
Standards	Remedies
Milestone deadlines are met	Vendor must provide an acceptable remediation plan.
Work products are professional and comprehensive	Payment may be withheld in part or in whole until milestones are met or acceptable work products are produced.
	Replacement resources acceptable to ATU may be required
	Contract may be cancelled
Time and Materials Contracts	
Standards	Remedies
Services are provided in a timely and professional manner	Vendor must provide an acceptable remediation plan

Work products are professional, comprehensive, and consistent with the contracted skill level	Payment may be withheld in part or in whole until milestones are met or acceptable work products are produced.
	Replacement resources acceptable to ATU may be required
	Contract may be cancelled

Standard ATU terms and conditions also apply and are available at atu.edu/purchasing.

9.0 ADDENDA

Any addenda issued will be posted on the Arkansas Tech University procurement website. It is the proposer's responsibility to monitor the website for updates.

10. COST OF PROPOSAL PREPARATION

The University will not reimburse any proposer's cost incurred in the preparation and submission of proposals.

11. Best and Final Offer

The University may elect to request best and final offers. Any best and final offer request made by the University will follow guidelines provided in A.C.A. §19-61-506.

ATTACHMENTS

Attachment 1 – Proposer References

Submission of this attachment is mandatory. Failure to complete and return this attachment with the proposal may result in rejection.

Provide three (3) references of comparable project scope.

Reference 1

Firm Name	
Address	
Contact Person	
Phone / Email	
Dates of Service	
Contract Value	
Brief Description of Services	

Reference 2

Firm Name	
Address	
Contact Person	
Phone / Email	
Dates of Service	
Contract Value	
Brief Description of Services	

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Reference 3

Firm Name	
Address	
Contact Person	
Phone / Email	
Dates of Service	
Contract Value	
Brief Description of Services	

Brief Description of Services:

Attachment 2 –Pricing Proposal

Company Name: _____

Total yearly price: _____

Yearly escalation percentage (if applicable): _____%

Attachment 3 – Addendum Acknowledgement

The undersigned acknowledges receipt of the following addenda issued by Arkansas Tech University:

Addendum #1 Addendum #2 Addendum #3 Addendum #4 Addendum #5

Company Name: _____

Authorized Signature: _____ Date: _____

Attachment 4 – Signature Certification Page

By signing below, the undersigned certifies that this proposal has not been prepared in collusion with any other proposer and that all information provided is accurate and complete.

Company Name: _____

Authorized Representative (Print): _____

Title: _____

Signature: _____ Date: _____

Federal Employer Identification Number (FEIN): _____

CONTRACT AND GRANT DISCLOSURE AND CERTIFICATION FORM

Failure to complete all of the following information may result in a delay in obtaining a contract, lease, purchase agreement, or grant award with any Arkansas State Agency.

SUBCONTRACTOR: _____ SUBCONTRACTOR NAME: _____
 Yes No

TAXPAYER ID NAME: _____ IS THIS FOR: Goods? Services? Both?

YOUR LAST NAME: _____ FIRST NAME: _____ M.I.: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____ COUNTRY: _____

AS A CONDITION OF OBTAINING, EXTENDING, AMENDING, OR RENEWING A CONTRACT, LEASE, PURCHASE AGREEMENT, OR GRANT AWARD WITH ANY ARKANSAS STATE AGENCY, THE FOLLOWING INFORMATION MUST BE DISCLOSED:

FOR INDIVIDUALS *

Indicate below if: you, your spouse or the brother, sister, parent, or child of you or your spouse is a current or former: member of the General Assembly, Constitutional Officer, State Board or Commission Member, or State Employee:

Position Held	Mark (√)		Name of Position of Job Held <small>[senator, representative, name of board/ commission, data entry, etc.]</small>	For How Long?		What is the person(s) name and how are they related to you? <small>[i.e., Jane Q. Public, spouse, John Q. Public, Jr., child, etc.]</small>	
	Current	Former		From MM/YY	To MM/YY	Person's Name(s)	Relation
General Assembly	<input type="checkbox"/>	<input type="checkbox"/>					
Constitutional Officer	<input type="checkbox"/>	<input type="checkbox"/>					
State Board or Commission Member	<input type="checkbox"/>	<input type="checkbox"/>					
State Employee	<input type="checkbox"/>	<input type="checkbox"/>					

None of the above applies

FOR A VENDOR (BUSINESS) *

Indicate below if any of the following persons, current or former, hold any position of control or hold any ownership interest of 10% or greater in the entity: member of the General Assembly, Constitutional Officer, State Board or Commission Member, State Employee, or the spouse, brother, sister, parent, or child of a member of the General Assembly, Constitutional Officer, State Board or Commission Member, or State Employee. Position of control means the power to direct the purchasing policies or influence the management of the entity.

Position Held	Mark (√)		Name of Position of Job Held <small>[senator, representative, name of board/commission, data entry, etc.]</small>	For How Long?		What is the person(s) name and what is his/her % of ownership interest and/or what is his/her position of control?		
	Current	Former		From MM/YY	To MM/YY	Person's Name(s)	Ownership Interest (%)	Position of Control
General Assembly	<input type="checkbox"/>	<input type="checkbox"/>						
Constitutional Officer	<input type="checkbox"/>	<input type="checkbox"/>						
State Board or Commission Member	<input type="checkbox"/>	<input type="checkbox"/>						
State Employee	<input type="checkbox"/>	<input type="checkbox"/>						

None of the above applies

Contract and Grant Disclosure and Certification Form

Failure to make any disclosure required by Governor's Executive Order 98-04, or any violation of any rule, regulation, or policy adopted pursuant to that Order, shall be a material breach of the terms of this contract. Any contractor, whether an individual or entity, who fails to make the required disclosure or who violates any rule, regulation, or policy shall be subject to all legal remedies available to the agency.

As an additional condition of obtaining, extending, amending, or renewing a contract with a state agency I agree as follows:

1. Prior to entering into any agreement with any subcontractor, prior or subsequent to the contract date, I will require the subcontractor to complete a **CONTRACT AND GRANT DISCLOSURE AND CERTIFICATION FORM**. Subcontractor shall mean any person or entity with whom I enter an agreement whereby I assign or otherwise delegate to the person or entity, for consideration, all, or any part, of the performance required of me under the terms of my contract with the state agency.
2. I will include the following language as a part of any agreement with a subcontractor:

Failure to make any disclosure required by Governor's Executive Order 98-04, or any violation of any rule, regulation, or policy adopted pursuant to that Order, shall be a material breach of the terms of this subcontract. The party who fails to make the required disclosure or who violates any rule, regulation, or policy shall be subject to all legal remedies available to the contractor.
3. No later than ten (10) days after entering into any agreement with a subcontractor, whether prior or subsequent to the contract date, I will mail a copy of the **CONTRACT AND GRANT DISCLOSURE AND CERTIFICATION FORM** completed by the subcontractor and a statement containing the dollar amount of the subcontract to the state agency.

I certify under penalty of perjury, to the best of my knowledge and belief, all of the above information is true and correct and that I agree to the subcontractor disclosure conditions stated herein.

Signature _____ Title _____ Date _____

Vendor Contact Person _____ Title _____ Phone No. _____

Agency use only

Agency _____ Agency _____ Agency _____ Contact _____ Contract
Number _____ Name _____ Contact Person _____ Phone No. _____ or Grant No. _____

**ARKANSAS TECH UNIVERSITY
Procurement Services
514 West M Street
Russellville, AR 72801-2222**

Act 2157 of 2005 of the Arkansas Regular Legislative Session requires that any business or person responding to a Request for Quotation (Bid) submit their most current Equal Employment Opportunity policy (EEO Policy).

Although bidders are encouraged to have a viable equal opportunity policy, a written response stating that the bidder does not have an EEO Policy will be considered that bidder's response and will comply with the requirement of Act 2157.

This is a mandatory requirement when submitting a bid response. Failure to submit an EEO Policy or response may result in rejection of your bid.

If you have any questions, please call the Procurement at 479-968-0269.

Thank you.

Jennifer Warren
Director Procurement

TO BE COMPLETED BY BUSINESS OR PERSON SUBMITTING BID RESPONSE

_____ EEO Policy attached

_____ No EEO Policy exists-If no EEO policy exists, a signed statement on company letterhead stating as such must be submitted in addition to this form.

Name of Company or Person

Signature

Name (printed or typed)

Title

Date

Attachment A

Additionally, any resultant contract/agreement will include the following:

1. Nothing in this Agreement shall be deemed to waive the sovereign immunity of the State of Arkansas, Arkansas Tech University, the Arkansas Tech University Board of Trustees, or Arkansas Tech University administrators, officers, faculty, staff, employees or agents.
2. This Agreement shall be governed by the laws of the State of Arkansas. The exclusive jurisdiction for any dispute by Company regarding this agreement shall, pursuant to A.C.A. §19-10-204, shall be the Arkansas State Claims Commission.
3. Company agrees that it is solely responsible for complying with all laws as well as obtaining all required permission, licenses, or other authority for all items, services, goods, products, or activities that it performs or provides. Violation by Company or its employees of local, state or federal law during the performance of the contract shall permit the University to cancel this contract immediately with no penalty. Further, Company states that it is in compliance with all applicable laws and further, that it has or will obtain all required and necessary rights, licenses, titles, and permits necessary for all items, services, goods, products, or activities to be performed or provided. Company further agrees to fully indemnify and hold harmless Arkansas Tech University from any and all copyright, copyright infringement, license, royalties, title or other claims that arise or are made as a result of Company's service, goods, product, or activity on the campus of, or provided to, Arkansas Tech University.
4. Company agrees that it will be solely responsible for any harm, damage or injury that it, its product, its equipment, its goods, its service, or its employees, agents or guests cause or permit to occur to any person or their real or personal property as the result of Company's actions or failure to act. Company further agrees to fully indemnify and hold harmless Arkansas Tech University from any and all losses, damages, or expenses, including reasonable attorney's fees, arising out of or resulting from claims or actions for bodily injury, death, sickness, property damage, financial loss, or other injury or damage caused by Company's product, goods, service or otherwise, as well as all claims

alleging any negligent act or omission of Company, its employees, subcontractors, or agents.

5. The parties shall comply with all federal, state and local laws as required in connection with the performance of their obligations under this Agreement, including but not limited to, Executive Order 11246, as amended, Section 503 of the Rehabilitation Act of 1973, as amended, and the Vietnam Era Veteran's Readjustment Act of 1974, as amended. The parties hereby incorporate the requirements of 41 C.F.R. §60-1.4(a) (7), 60-250.5 and 60-741.5, if applicable.
6. Upon the signing of this Agreement by all parties, terms of the Agreement shall become available to the public, pursuant to the provisions of A.C.A. §25-18-501.
7. Licensor shall obtain and maintain in force and effect at all times during the term of this contract, at its sole expense, a general commercial liability insurance policy which policy shall have minimum limits of one million dollars (\$1,000,000.00) per occurrence and two million dollars (\$2,000,000.00) in the aggregate.
8. Company will not assign or otherwise transfer its duties under this contract to another person or entity without Arkansas Tech University's express written permission. Further, this agreement shall be binding upon the Company's successors and assigns.
9. Company agrees that it will not allow any of its employees, subcontractors or agents to engage in behavior that constitutes sexual harassment.
10. The parties agree and understand that approval of this Agreement or any amendments to this Agreement are subject to review and/or approval by the Arkansas General Assembly and/or any committee or sub-committee of the Arkansas General Assembly in its or their sole discretion. The parties further agree that in the event such legislative review or approval is not granted or is otherwise withheld, this Agreement shall terminate automatically with no penalty to Arkansas Tech University.
11. Any information of Arkansas Tech University or relating to Arkansas Tech University's business, including student information, which

Company obtains as a result of the services contemplated by this Agreement, which information is not generally available to the public or subject to the Arkansas Freedom of Information Act, shall be considered Confidential Information. All requests for Confidential Information shall be directed to Arkansas Tech University's representative, who will determine in his/her sole discretion whether disclosure of the requested Confidential Information is necessary to enable Company to perform the service under this Agreement. Regardless of how it is obtained, Company shall not disclose to any third party or parties, or use, except expressly for the sole purpose of performing its obligations under this Agreement, any Confidential Information given to Company by Arkansas Tech University or learned or developed during the course of the services under this Agreement, except that that Company may disclose such Confidential Information in order for Company to perform its obligations under this Agreement. Company shall cause all of its representatives to comply with the provision of this paragraph and shall be responsible for any breach by such representatives.

12. When Company handles or possesses personal and confidential Arkansas Tech University student, employee, faculty, staff or other individual's data such as, but not limited to, home addresses, banking information, health information (including but not limited to medical records), social security numbers, credit card numbers, birth dates, or medical information, Company must have procedures in place to ensure that the confidential information is protected against unauthorized disclosure or theft. Company agrees to keep secure all information or data that it receives under this Agreement. Company further agrees that if it determines that the security of this information or data has been breached, it will notify Arkansas Tech University within 24 hours of when it had notice of the breach. In the event Company fails in its responsibility to keep secure all information or data that it receives under this agreement, Company agrees to be fully responsible for all damages to any person or entity that result from the breach in security.
13. Company agrees that any data provided to it by Arkansas Tech University under or pursuant to this Agreement: (a) will be used by Company only for the purpose of performing this contract; (b) will be treated as confidential information; and (c) will not be used, sold or shared with any third party inconsistent with this provision.

14. Upon termination of this Agreement Company shall, upon request, aid and assist Arkansas Tech University in the retrieval or return of any or all of the University's data or records that are in the possession of Company.
15. During the performance of this Agreement, Company shall remain in full compliance with the General Data Protection Regulation.
16. In the event the Arkansas General Assembly fails to appropriate sufficient funds or make monies available for any fiscal year covered by the term of the underlying agreement, the underlying agreement shall be terminated on the last day of the last fiscal year for which sufficient funds were appropriated or monies made available for such purposes. This provision shall not be construed to abridge any other right of termination the University may have.
17. The underlying agreement may be terminated at any time upon thirty (30) days' written notice by either party. Any such termination of the agreement is without prejudice to any obligations or liabilities of either party already accrued prior to such termination.
18. If any local, state or federal government or government agency changes or amends any laws, rules, or regulations affecting the rights, requirements, or relationships contemplated herein, Arkansas Tech University reserves the right to amend this Agreement in order to bring it into compliance with such changes.
19. Pursuant to A.C.A. §21-1-503, Company certifies that it is not currently engaged in, and further, hereby agrees that for the duration of the contract, not to engage in, a boycott of Israel.
20. The parties agree that pursuant to A.C.A. §19-11-247, before a contract is ratified and affirmed under subdivision (c)(1)(A) of A.C.A. §19-11-247, it shall be presented to the Legislative Council or, if the General Assembly is in session, to the Joint Budget Committee, for review if the contract is required to be submitted for review under A.C.A. §19-11-1006.
21. Pursuant to Act 557 of 2015, and A.C.A. §19-11-267, the service criteria for this Agreement is as follows: to provide competent services in the area of advertising as well performing all items set forth in paragraph one ("The Services") of the Agreement.

Acceptable performance of this Agreement shall be measured as follows: The Company shall perform its services consistent with the professional skill, quality, timeliness and care of other entities that perform/provide the same or similar advertising and public relations services.

Neither the University's review, approval, or acceptance of, nor payment for, the services required under this contract shall be construed to operate as a waiver of any rights under this contract or of any cause of action arising out of the performance of this contract, and the Company shall be and remain liable to the University in accordance with applicable laws for all damages to the University caused by the Company's negligent performance of any of the services rendered under this Agreement.

In the event that the Company shall fail to maintain or keep in force any of the terms and conditions of this Agreement, the University may notify the Company in writing of such failure and demand that the same be remedied within 10 days. Should the Company fail to remedy the same within said period, the University shall then, in its sole discretion, have the right to immediately terminated this agreement without penalty.

22. Company hereby approves all strikethroughs and deletions made by the University to the face of the Agreement, and further agrees that the terms of this Addendum supersede and are controlling over any conflicting terms set forth in the Agreement.

Signature

Date

Printed Name and Title

