



BUNKER HILL COMMUNITY COLLEGE

Request For Proposal

RFP # 673

ADDENDUM I

MACC Request for Proposal – Re-enrollment Campaign for Reconnect

RFP Description Name:

BHCC Call Center and Default Prevention Services

All Proposals must be delivered to online through a secured link provided after the bid submission registration.

Name of Respondent: _____

Primary Contact: _____

Phone: _____

Email: _____

Fax: _____

Web Address: _____

Mailing Address: _____

Signature of Authorized Agent: _____

Date: _____

ABBREVIATIONS

RFP	Request for Proposal
HEOA	Higher Education Opportunity Act
EIN	Employer Identification Number
PMT	Procurement Management Team

I. New Added: Additional Response Requested.

BUNKER HILL COMMUNITY COLLEGE is including an additional opportunity for proposers to submit a separate and independent response through this solicitation for Massachusetts Community College Counsel (MACC) Request for Response. That response will be independently evaluated, and a separate independent contract will be awarded.

Specifications of the requirements and scope of services are included below.

MACC Request for Proposal – Re-enrollment Campaign for Reconnect

Introduction

A recent report from the National Student Clearinghouse states that more than 39 million Americans have “some college, no credential”. In Massachusetts, there are approximately 700,000 such individuals and the majority of these students last attended a community college. In recent years, community colleges have experienced significant enrollment declines which have been exacerbated by the pandemic.

Governor Maura Healey has included in her FY24 (commencing July 1, 2023) budget proposal the creation of a new program called MassReconnect. Modeled after successful programs in Michigan and Tennessee, MassReconnect is a program that will provide free community college to any resident of Massachusetts who is:

- 25 years of age or older on the first day of class;
- Has not yet earned an Associate or Bachelor’s degree;
- Completes a Free Application for Federal Student Aid (FAFSA); and
- Enrolls in at least 6 credits

The program operates as a last-dollar financial aid program, covering the cost of all tuition and fees, as well as a stipend for books and supplies, after all other federal and state grant aid is applied.

Project Objective

Through the Massachusetts Association of Community Colleges (MACC), the fifteen Community Colleges (“the Colleges”) wish to begin a comprehensive outreach campaign focusing on students who have stopped out during their educational process, and will be eligible for the new MassReconnect program. The Colleges are seeking a business partner who can successfully deploy targeted outreach campaigns over an extended period of time.

Scope of Work

The Colleges seeks a firm that can provide customized, comprehensive outreach re-enrollment campaign which includes:

- A plan for outreaching to former students and encouraging re-enrollment, specifically using MassReconnect as an incentive.

- Outreach campaigns that use multiple mediums, including live counselor interactions with students and targeted digital and social media campaigns
- Inbound call support for students who are interested and have been contacted through this campaign

All aspects of re-enrollment campaign are to be individualized by campus and all contact to former students should appear to be from the college that they attended. Selected firm may be asked to coordinate with MACC and/or representatives from each of the 15 community colleges to ensure institutional branding is in line with college's existing style guidelines and uses institutionally accurate terminology.

The ideal vendor will have extensive experience supporting recruitment and student onboarding including the ability to guide students through admission and financial aid application processes.

Questions

1. Provide length of time vendor has provided support services for higher education.
2. Provide length of time vendor has conducted outreach specific to re-enrollment.
3. Demonstrate knowledge of the community college sector and issues faced by students served by community colleges.
4. Please describe company hiring process. Include employee screening, background checks, and minimum qualifications.
5. How is the vendor's staff evaluated for knowledge and compliance of FERPA regulations? Provide a detailed description of vendor's experience and knowledge of FERPA regulations and compliance.
6. Compliance and data security – Please describe in detail the level of compliance with each of these standards:
 - FERPA
 - Gramm-Leach-Bliley Act
 - NIST 800-171
7. Provide evidence of customer service training of the vendor's staff to include policy, amount of training, and how training is evaluated.
8. Provide a detailed description of how training will be provided for re-enrollment services. Specifically describe the training location, who will be trained, and how many staff members will be trained.
9. Describe your re-enrollment service and explain how the service will impact the Colleges and our students.

10. Does the vendor's service provide any value-added benefits for the Colleges?
11. Provide a list of current clients that are utilizing your organization's re-enrollment services.
12. Please provide examples that illustrate your company's success with re-enrollment initiatives/outreach.
13. Provide a list of four references we may contact.

Pricing

Please provide in detail the fees to be charged for each service component as applicable.

Description	Pricing
Implementation fees	
Per Student Fees	
Additional Items	

Evaluation Criteria:

Mandatory Requirements	Total Points Available	Comments by Reviewer and/or Team	Score
Business Experience/Qualifications	15 Points		
Overall ability to provide defined scope of services	25 Points		
Quality Assurance/Training/Support services	10 Points		
Implementation plan	10 Points		
Professional References	10 Points		
Price Proposal	30 Points		
	100 Points	Final Score	

II. Page 1, Section I Revised

I. GENERAL INFORMATION AND PROPOSAL SUBMISSION REQUIREMENTS

The purpose of this request is to receive proposals for the BHCC and Massachusetts Association of Community Colleges (MACC) call center and default management services. The successful proposer will be responsible for all phases of Call Center and Default Prevention Services/#673 within BHCC and MACC through separate contracts. The successful proposer must have its primary business function as higher education support services in enrollment, student counseling and federal financial aid.

III Page 2, Section -Proposal Prices to Remain Firm Revised

Proposal Prices to Remain Firm

All proposal prices submitted in response to this RFP must remain firm for 120 days following the proposal opening through the award date of the contract execution.

IV Page 7, Section VIII REFERENCES Revised

VIII. REFERENCES

Business references are required from customers with whom there is a standing business relationship of one year or greater duration. Proposers must supply at least three working contacts' email addresses to collect references.

References are important elements of the proposal process. Values are averaged from references supplied to PMT by RFP due date. Please use the form **Exhibit A** to submit the