



**REQUEST FOR PROPOSAL
RFP NO. 02-21
PROPOSAL FOR: Consulting Services – Strategic Enrollment Plan**

Eastern New Mexico University Roswell is requesting proposals from qualified Offerors interested in providing Consulting services for a Strategic Enrollment Plan. This RFP is a system-wide RFP, which means ENMU-Roswell, ENMU-Portales, and ENMU-Ruidoso may participate in any price agreement/contract that results from this RFP. ENMU-Portales and ENMU-Ruidoso are not bound by this RFP, and award of this RFP does not guarantee the successful Offeror any contract or agreement with those universities. Written proposals will be received by:

Nate Hopkins
Chief Procurement Officer
Eastern New Mexico University – Roswell
P.O. Box 6000
Roswell, NM 88202

CLOSING: 2:00 P.M. Mountain Time – Tuesday, April 6, 2021

This requirement is assigned Commodity Code – 91832 – Consulting Services (Not otherwise Classified)

Offeror agrees to comply with all conditions that are stated on this RFP.

By the signature hereon affixed, the Offeror hereby certifies that neither the Offeror nor the firm, corporation, partnership or institution represented by the Offeror, or anyone acting for such firm, corporation, or institution has violated the antitrust laws of this state, or the Federal antitrust laws, nor communicated directly or indirectly the proposal made, to any competitor or any other person engaged in such line of business.

OFFEROR MUST FILL IN AND SIGN:

NAME OF FIRM, COMPANY _____

ADDRESS: _____

(Street) (City) (State) (Zip)

AUTHORIZED SIGNATURE: _____
(Title)

DATE _____ TELEPHONE NO. _____ FAX NO. _____

In submitting their proposal, Offerors represent that they have examined and acknowledge receipt of addendum(s) (if any have been issued) identified below:

No. _____ Title: _____ Date: _____

No. _____ Title: _____ Date: _____

No. _____ Title: _____ Date: _____

13-1-21 E. Application of preferences - When a public body makes a purchase using a formal request for proposals process, and the contract is awarded based on a point-based system, the public body shall award additional points equivalent to:

- (1) five percent of the total possible points to a resident business; or
- (2) ten percent of the total possible points to a resident veteran business that has annual gross revenues of up to three million dollars (\$3,000,000) in the preceding tax year.

Submitted proposals shall not be publicly opened. Any proposals received after the closing date and time will be returned unopened, unless it is determined by the University that the late receipt was due solely to mishandling by the University after receipt by the University, or the proposal is the only proposal received.

Copies of the Request for Proposal may be obtained without charge in person from the office of the Purchasing Agent, address above, by mail upon written or telephone request, phone 575-624-7130, or email: nate.hopkins@roswell.enmu.edu

In case of ambiguity or lack of clarity in stating proposal prices, ENMU-Roswell reserves the right to adopt the most advantageous thereof or to reject any or all proposals and waive irregularities.

SECTION I - Instructions To Offerors

- 1) Sealed proposals will be received by ENMU-Roswell in accordance with the Proposal Advertisement. Offerors shall submit proposals as instructed. Proposal forms must bear the signature of the Offeror to be considered. Failure of Offerors to complete proposal documents, and return all documents in accordance with all instructions provided is cause for ENMU-R to reject proposals.
- 2) **An original and five copies of the proposal must be submitted in a sealed opaque envelope/box with the outside clearly marked:**

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- 3) **RFP Amendments** - Should any amendment to this Request for Proposals be deemed necessary between issuance of the Request for Proposals and the proposal submission deadline, it will be distributed via electronic media to all recipients of the original RFP. If an amendment requires a time extension, the proposal submission date will be changed as part of the written amendment. **Offerors are responsible for ensuring they have received any/all Amendments issued and shall clearly acknowledge their receipt in the proposal Letter of Transmittal (Bottom of Page 1).**
- 4) Proposals will be reviewed for completeness and compliance with mandatory requirements. If any proposal submitted is deemed non-responsive, the Offeror will be notified in writing

of such determination. The Offeror shall assume full responsibility for timely delivery of proposals to the Purchasing Agent's office, including those proposals submitted by mail. Hand-delivered proposals shall be submitted to the Purchasing Agent or his designee and will be clocked in/time stamped at the time received, which must be prior to the due date and time specified.

VIA MAIL or HAND DELIVERED

Eastern New Mexico University -Roswell
Purchasing Office
Administration Center Building
P.O. Box 6000
52 University Blvd.
Roswell, NM 88202

5) Proposal Opening and Evaluation – Proposals received on time will be opened in the presence of two or more witnesses (ENMU-R employees), but will not be publicly opened.

An ENMU-R Evaluation Committee will review each proposal. Points will be allocated as outlined in the evaluation criteria of this RFP to determine the best responsive/responsible proposal. Negotiations may be conducted with responsive/responsible Offerors who submit proposals found to be reasonably likely to be selected for award. ENMU-R reserves the right to accept proposals in their entirety, or portions thereof, and to reject any or all proposals and to waive informalities.

Offerors should be aware that ENMU-R reserves the right to award upon initial offer. Should an award be made, final ranking and evaluation scores for all proposals shall become public information.

7) It is agreed that proposals submitted to ENMU-R shall be valid for a period of at least sixty (60) days following the date of proposal closing.

8) Proposal submittal and format: **Offerors shall provide one (1) original and five (5) copies of their proposal to ENMU-R on or before the closing date for receipt of proposals.**

Contract Term

This Contract shall be effective for the period commencing on award of an executed contract for an initial term of one (1) year from the date of the contract award, with the option, at the University's discretion, to renew for up to four (4) years.

Scope of Services

Eastern New Mexico University – Roswell seeks a Consultant to help connect the institution's mission, current state, and changing environment to long-term enrollment strategies, resulting in a highly customized three- to five-year written plan of action. The Consultant will

provide guidance in producing a written plan with tactics and action items that will put the plan immediately into motion. The resulting enrollment plan must be futuristic, data informed, comprehensive and integrated, student focused, and continuously improved over time.

Consultant **must** have prior experience in higher education enrollment management. Offerors should highlight their prior experience with community colleges of similar size and demographic to ENMU-R in the profile section of the RFP. The University requires consultation and support from an enrollment management expert.

The Consultant must provide site visits to the ENMU-R campus to facilitate broad University community support and buy-in for the process and, ultimately, the strategic enrollment plan. The Consultant will work side-by-side with University staff to create a plan that connects data, campus readiness, and ROI projections. Written reports must be provided to the University to detail plan progress.

Futuristic

The plan must incorporate internal, external, competitor, and local/state/regional data to identify how the University's current offerings align with the future external environment. The Consultant will conduct enrollment and fiscal projection scenarios, including county-level projections of high school seniors and adult students the University's expected share based on institutional readiness and the realities of current state vs. desired state.

Data-informed

The planning process will be data-informed, not data-driven. The Consultant will work with the University to create an awareness in making decisions that align with the University's mission while allowing it to proactively adapt to future changes.

Comprehensive and integrated

The need for the University to connect and align academic and co-curricular programs with strategic enrollment efforts is paramount. Connecting students with academic programs and deepening that connection through co-curricular support services is critical to strong enrollment planning outcomes. Therefore, Consultant must work with the University to build a strategic enrollment plan with academic and co-curricular program planning as the focus. The plan must promote integration of academic and co-curricular programs with marketing, recruitment, retention, and finance/financial aid strategies. Such an approach will consider all the University should be doing to optimize its key performance indicators (KPIs) for enrollment, student success, and fiscal health.

The planning process facilitated by the consultant should also encourage collaboration among all areas of the University. By involving faculty, academic leadership, and finance in the enrollment planning process, the Consultant will help the University leverage new ideas and approaches while breaking down any organizational silos that inhibit organizational excellence.

Student focused

Strategic enrollment plans that do not seek to align student and institutional priorities are often misguided, underfunded, understaffed, and ultimately don't contribute to the desired outcomes. The Consultant's planning process must integrate student perceptions, interests, and needs to ensure relevance for today's traditional and adult/continuing education student demographics. The Consultant will assess student satisfaction to identify potential ways to cultivate an institutional awareness of issues that affect a student's transition through the student lifecycle to completion. The Consultant will suggest methods for delivery of enrollment and retention solutions to help stop-outs and other adult populations overcome attainment barriers.

Additionally, the SEP partner will need to have the ability to provide guidance and a full-suite of solutions for continuous engagement throughout the enrollment process from point of contact through retention and beyond.

Continuously improved

In order for the SEP process to be successful, it requires the embedding of strategic enrollment management (SEM). SEM is the ongoing effort focused on ensuring that strategies and tactics are implemented; the monitoring of KPIs; and the reviewing of data to ensure responsiveness to changes in competition, market share, or demand (if the market demand aligns with the University's vision, mission, goals, values, and available institutional resources). Consultant may help the University form a SEM council to position the University to keep the plan moving forward, monitor and evaluate plan results and outcomes, and continuously update the plan to align with new data or environmental changes.

Proposal organization: The proposal must be organized, submitted and contain, as a minimum, all listed items in the below sequence:

- A. Letter of Transmittal** – (Page 1) must include the signature of an authorized representative of the organization, and acknowledgement of any amendment(s) to this RFP.
- B. Profile** - Describe the proposing organization, including size, relevant history, areas of specialization and expertise, client base, and any other pertinent information in such a manner that the evaluation committee may reasonably formulate a determination about the stability and strengths of the Consultant.
- C. Personnel** – Include the name, title, and resume/detailed qualifications of the staff member(s) who will have primary responsibility and authority for this project.
- D. Project Approach and Methodology** - Describe the project approach and methodology to fulfill the requirements set forth in the scope of services.

ENMU- Roswell envisions this project to include the following areas of emphasis in the project approach:

- 1) Data analysis, to include market share, statistics, projections of the overall workforce in our market area, and possible target populations to increase enrollment;
- 2) Review and evaluation of internal processes relevant to all aspects of enrollment management;
- 3) Review and evaluation of internal technical support needed to fully embrace the Strategic Enrollment goals and objectives, including software and the level of technical support needed to maintain the software;
- 4) Development of the Strategic Enrollment Management Plan; This must include the philosophy and frequency of consulting to be provided, the frequency of site visits to the ENMU-R campus, and the Offeror's proposed timeline (from start to implementation of the Strategic Enrollment Plan)
- 5) Adoption of the Strategic Enrollment Management Plan, and
- 6) Initial implementation of the Strategic Enrollment Management Plan

The overarching methodology will be to evaluate marketing strategies, market area, communication plans and the assessment of outcomes as follows:

Conversion Success	Recruiting to Admissions to Registration
Retention Success	Registration to Retention
Completion Success	Retention to Graduation to Alumni Support

E. References - Provide a list of at least three (3) contracts of a size and scope similar to the work described herein that Offeror has performed within the last three years. At least one (1) reference should be for a two-year institution, similar in demographics, serving adult and continuing education populations. Include the name of contact person(s) directly involved in the project, along with an email address and phone number.

F. Cost - Identify all costs to be incurred for performing the tasks necessary to fulfill the project Requirements.

G. Campaign Contribution Form – (Page 11-13) **Must** be filled out, signed, and submitted with proposal.

Oral, telephonic, telegraphic, or electronically transmitted (faxed, emailed) proposals are invalid and will not be considered.

Evaluation Criteria and Point Values

Proposals are to be made in conformance with the guidelines contained herein. Any resulting price agreement/contract will be awarded to the Offeror with the proposal determined to be the most advantageous to ENMU-R, based on the evaluation criteria specified. Selection of the successful organization will be based upon recommendations from an Evaluation Committee. The inclusion of cost as a factor is not intended to require the University to select the lowest cost proposal. It is the responsibility of each Offeror to submit with their proposal all the information stated in the evaluation criteria. All information provided should be verifiable by documentation requested by the University. Failure to provide all information, inaccuracy or misstatement may be sufficient cause for rejection of the proposal or rescission of an award. ENMU-R will form an evaluation committee of five (5) employees. The scoring will be a consensus from all five committee members for each evaluation criteria.

Evaluation Criteria	Point Values
Profile Relevance	0 to 25 points
Consultant/Personnel Strength	0 to 15 points
Project Approach/Methodology	0 to 35 points
Reference Response	0 to 15 points
Cost of Consulting Project (Including all Travel Expenses)	0 to 10 points

TOTAL POSSIBLE POINTS: 100

Offerors may request in writing nondisclosure of confidential data. Such data should be marked as confidential, accompany the proposal, and should be readily separable from the proposal in order to facilitate eventual public inspection of the non-confidential portion of the proposal. A request that states that the entire proposal be kept confidential will not be acceptable. Only matters, which clearly are of a confidential nature, will be considered.

Any costs incurred in the preparation, printing/copying, transmittal, presentation of any proposal or materials submitted in response to this RFP shall be borne by the Offeror.

Questions regarding the instructions, specifications, or terms and conditions are to be submitted in writing to the Purchasing Agent at the address on page 1 of this RFP, or email: nate.hopkins@roswell.enmu.edu

SECTION II - Termination

This request for proposal (RFP) in no manner obligates the University to the eventual purchase of any services. Progress toward this end is solely at the discretion of the University and may be terminated without penalty or obligation at any time prior to the signing of a contract. The University reserves the right to cancel this RFP at any time and for any reason, and to reject any or all proposals.

SECTION III - Terms and Conditions

The contract between ENMU-Roswell and the successful Offeror shall contain substantially the following terms and conditions.

- 1) **Assignment:** The Contractor shall not assign or transfer any interest in the contract or assign any claims for money due or to become due under the contract without the prior written approval of ENMU-Roswell.
- 2) **Qualifications of Offerors:** ENMU-R may make such investigations, as necessary to determine the ability of the Offeror to perform the work required. Offeror shall furnish all necessary information and data as may be requested. ENMU-R reserves the right to reject any proposal if the evidence submitted or the investigation of an Offeror fails to satisfy ENMU-R that the Offeror is qualified to carry out the obligations of the contract and to complete the work described herein.
- 3) **Protest:** Any Offeror or contractor who is aggrieved in connection with a procurement action may protest to the Eastern New Mexico University - Roswell Purchasing Department. The protest shall be submitted in writing within fifteen (15) calendar days after knowledge of the facts or occurrences giving rise thereto.
- 4) **Kickback Statement:** The Procurement Code, Sections 13-1-28 through 13-1-199 NMSA 1978, imposes civil and criminal penalties for this violation. In addition, New Mexico criminal statutes impose felony penalties for illegal bribes, gratuities and kickbacks.
- 5) **Equal Opportunity Compliance:** The Contractor agrees to abide by all federal and state laws and Rules and regulations and executive orders of the Governor of the State of New Mexico pertaining to equal employment opportunity. In accordance with all such laws and rules and regulations and executive orders of the Governor of the State of New Mexico, The Contractor agrees to assure that no person in the United States shall, on the grounds of race, color, national origin, sex, sexual orientation, age or handicap, be excluded from employment with or participation in, be denied the benefits of, or be otherwise subjected to discrimination under, any program or activity performed under the contract. If it is found that the Contractor is not in compliance with these requirements during the life of the contract, the contractor agrees to take appropriate steps to correct these deficiencies.

6) **Amendments:** The Contract shall not be altered, changed or amended except by an instrument executed by both parties.

7) **Correction or Withdrawal of Proposals:** A Proposal containing a mistake discovered before Proposal opening may be modified or withdrawn by an Offeror prior to the time set for proposal opening by delivering written or telegraphic notice to the location designated in the Request for Proposals as the place where Proposals are to be received. Withdrawn Proposals may be resubmitted up to the time and date designated for the receipt of Proposals, provided they are then fully in conformance with the Request for Proposals.

8) **Notice of Contract Requirements binding on Offeror:** In submitting a proposal, the Offeror represents that the Offeror has familiarized themselves with the nature and extent of the Request for Proposals dealing with federal, state, and local requirements, local conditions which are a part of these Request for Proposals.

9) **Laws and Regulations:** The laws of the State of New Mexico shall govern this Contract.

10) **Award:** ENMU-R reserves the right (1) to award proposals received on the basis of individual item(s), or groups of items, or on the entire list of items; (2) to reject any or all proposals, or any part thereof, (3) to waive any or all technicality or irregularities in the proposal(s) and (4) to accept the proposal(s) that is deemed most advantageous to the University. Failure to submit requested information/documentation or the submission of incorrect information/documentation may result in disqualification of bid.

11) **Notice of Award:** A written notice of award shall be issued by the University with reasonable promptness (13-1-100 and 13-1-108 NMSA 1978).

12) **Termination:** ENMU-R may, by written notice stating the extent and effective date, terminate these services for convenience in whole or in part, at any time. ENMU-R will pay the service provider as full compensation for performance until such termination (1) the unit or prorate service price for the delivered and accepted services; and (2) a reasonable amount, not otherwise recoverable from other sources by the service provider as approved by ENMU-R with respect to the undelivered or unaccepted portion of the services, provided compensation shall in no event exceed the total order price.

ENMU-R may by written notice terminate this order for service provider's default in whole or in part, at any time, if the service provider refuses or fails to comply, with the provisions of this order, or so fails to make progress as to endanger performance and does not cure such failure within a reasonable period of time, or fails to make deliveries of the item(s) or service(s) or to perform the service(s) within the time specified or any written extension thereof. In such event, ENMU-R may purchase or otherwise secure item(s) or service(s) elsewhere and except as may be otherwise provided; service provider shall be liable to ENMU-R for any excess costs occasioned thereby.

If after notice of termination for default, ENMU-R determines that the service provider was not in default or that the failure to perform was due to causes beyond the control and without the fault or negligence of the service provider, termination shall be deemed for the convenience of ENMU-R,

unless ENMU-R shall determine that the item(s) or service(s) were obtainable from other sources in sufficient time to meet required delivery schedule.

If ENMU-R determines that the service provider has been delayed due to causes beyond the control and without the fault and negligence of the service provider, ENMU-R may extend the time for completion when promptly applied for in writing by the service provider. If such delay is due to failure of ENMU-R, not caused or contributed to by service provider, to perform services or deliver property in accordance with the terms of the order, the time and price of the order shall be subject to change under the Changes section. Sole remedy of the service provider in event of delay by failure of ENMU-R to perform shall be limited to any money actually and necessarily expended in the work during the period of delay, solely by reason of delay. No allowance will be made for anticipated profits. 'Service provider' is defined as the grant writing organization or personnel at any tier.

13) Contingency: Service provider warrants that no person or selling agency has been employed or retained to solicit or secure this order upon an agreement or understanding for a commission, percentage, brokerage or contingent fee excepting bona-fide employees or bona-fide established commercial or selling agencies maintained or utilized by the service provider for the purpose of securing business. For violation or breach of this warranty, ENMU-R shall have the right to annul this order without liability or, at its discretion, to deduct from the service price or consideration, or otherwise recover the full amount of such commission, percentage, brokerage or contingent fee.

14) Ownership of Material and Databases: All electronic files and databases, and all reports and materials used or created during the performance of this contract shall be the property of ENMU-R and shall not be used by the contractor for any use other than fulfilling the obligations under this contract without ENMU-R's prior written consent. The contractor may not sell or share any of this information without the written consent of ENMU-R. All property of ENMU-R shall be turned over to ENMU-R within 10 business days upon completion or termination of the contract in a format to be determined by ENMU-R.

Offerors submitting proposals may be afforded an opportunity for discussion and revision of proposals. Revisions may be permitted after opening and prior to award for the purpose of obtaining a best and final offer. Negotiations may be conducted with responsible Offerors whose proposals are found to be reasonably likely to be selected for award. **ENMU-R is under no obligation to conduct discussions/negotiations with any or all Offerors and may award on initial offer.**

Eastern New Mexico University-Roswell is an affirmative action and equal opportunity employer. The University does not discriminate on the basis of race, color, national origin, sex, or disability in its programs, activities, or employment".

SEE CAMPAIGN CONTRIBUTION FORMS BELOW

CAMPAIGN CONTRIBUTION DISCLOSURE FORM

Pursuant to the Procurement Code, Sections 13-1-28, et seq., NMSA 1978 and NMSA 1978, § 13-1-191.1 (2006), as amended by Laws of 2007, Chapter 234, any prospective contractor seeking to enter into a contract with any state agency or local public body for **professional services, a design and build project delivery system, or the design and installation of measures the primary purpose of which is to conserve natural resources** must file this form with that state agency or local public body. This form must be filed even if the contract qualifies as a small purchase or a sole source contract. The prospective contractor must disclose whether they, a family member or a representative of the prospective contractor has made a campaign contribution to an applicable public official of the state or a local public body during the two years prior to the date on which the contractor submits a proposal or, in the case of a sole source or small purchase contract, the two years prior to the date the contractor signs the contract, if the aggregate total of contributions given by the prospective contractor, a family member or a representative of the prospective contractor to the public official exceeds two hundred and fifty dollars (\$250) over the two year period.

Furthermore, the state agency or local public body may cancel a solicitation or proposed award for a proposed contract pursuant to Section 13-1-181 NMSA 1978 or a contract that is executed may be ratified or terminated pursuant to Section 13-1-182 NMSA 1978 of the Procurement Code if: 1) a prospective contractor, a family member of the prospective contractor, or a representative of the prospective contractor gives a campaign contribution or other thing of value to an applicable public official or the applicable public official's employees during the pendency of the procurement process or 2) a prospective contractor fails to submit a fully completed disclosure statement pursuant to the law.

The state agency or local public body that procures the services or items of tangible personal property shall indicate on the form the name or names of every applicable public official, if any, for which disclosure is required by a prospective contractor.

THIS FORM MUST BE INCLUDED IN THE REQUEST FOR PROPOSALS AND MUST BE FILED BY ANY PROSPECTIVE CONTRACTOR WHETHER OR NOT THEY, THEIR FAMILY MEMBER, OR THEIR REPRESENTATIVE HAS MADE ANY CONTRIBUTIONS SUBJECT TO DISCLOSURE.

The following definitions apply:

“Applicable public official” means a person elected to an office or a person appointed to complete a term of an elected office, who has the authority to award or influence the award of the contract for which the prospective contractor is submitting a competitive sealed proposal or who has the authority to negotiate a sole source or small purchase contract that may be awarded without submission of a sealed competitive proposal.

“Campaign Contribution” means a gift, subscription, loan, advance or deposit of money or other thing of value, including the estimated value of an in-kind contribution, that is made to or received by an applicable public official or any person authorized to raise, collect or expend contributions on that official’s behalf for the purpose of electing the official to statewide or local office. “Campaign Contribution” includes the payment of a debt incurred in an election campaign, but does not include the value of services provided without compensation or unreimbursed travel or other personal expenses of individuals who volunteer a portion or all of their time on behalf of a candidate or political committee, nor does it include the administrative or solicitation expenses of a political committee that are paid by an organization that sponsors the committee.

“Family member” means spouse, father, mother, child, father-in-law, mother-in-law, daughter-in-law or son-in-law of (a) a prospective contractor, if the prospective contractor is a natural person; or (b) an owner of a prospective contractor.

“Pendency of the procurement process” means the time period commencing with the public notice of the request for proposals and ending with the award of the contract or the cancellation of the request for proposals.

“Prospective contractor” means a person or business that is subject to the competitive sealed proposal process set forth in the Procurement Code or is not required to submit a competitive sealed proposal because that person or business qualifies for a sole source or a small purchase contract.

“Representative of a prospective contractor” means an officer or director of a corporation, a member or manager of a limited liability corporation, a partner of a partnership or a trustee of a trust of the prospective contractor.

Name(s) of Applicable Public Official(s) if any: _____
(Completed by State Agency or Local Public Body)

DISCLOSURE OF CONTRIBUTIONS BY PROSPECTIVE CONTRACTOR:

Contribution Made By:	_____
Relation to Prospective Contractor:	_____
Date Contribution(s) Made:	_____ _____
Amount(s) of Contribution(s)	_____ _____
Nature of Contribution(s)	_____ _____

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Purpose of Contribution(s)

(Attach extra pages if necessary)

Signature

Date

Title (position)

--OR--

NO CONTRIBUTIONS IN THE AGGREGATE TOTAL OVER TWO HUNDRED FIFTY DOLLARS (\$250) WERE MADE to an applicable public official by me, a family member or representative.

Signature

Date

Title (Position)