

**MUSKEGON COMMUNITY COLLEGE
REQUEST FOR PROPOSAL
Strategic Enrollment Management Solution**

Issue Date: Monday, March 23, 2015

Proposals Due Date: Friday, April 24, 2015

Mandatory Pre-Bid Conference Call: Friday, April 10, 2015

RFP Coordinator: Amy James
Director of Business Services
Room # 1123
221 S. Quarterline Road
Muskegon, MI 49442
Telephone: (231) 777-0547
Email: amy.james@muskegoncc.edu

FROM THE TIME THIS RFP IS ISSUED UNTIL AWARD NOTIFICATION IS MADE, ALL CONTACT WITH MCC REGARDING THIS RFP MUST BE MADE THROUGH THE MCC RFP COORDINATOR. NO OTHER PERSON/MCC EMPLOYEE IS EMPOWERED TO MAKE BINDING STATEMENTS REGARDING THIS RFP. VIOLATION OF THIS PROVISION MAY LEAD TO DISQUALIFICATION FROM THE BIDDING PROCESS AT MCC'S DISCRETION

MUSKEGON COMMUNITY COLLEGE
REQUEST FOR PROPOSAL
Strategic Enrollment Management Solution

TABLE OF CONTENTS

RFP TITLE PAGE..... 1

TABLE OF CONTENTS..... 2

PART I INTRODUCTION..... 4

 A. PURPOSE..... 4

 B. GENERAL INFORMATION..... 4

 C. BACKGROUND..... 5

 D. OBJECTIVES..... 5

 E. GENERAL TERMS AND CONDITIONS..... 6

 1. Legal Compliance..... 6

 2. Termination..... 6

 3. Manner of Performance..... 6

 F. PROPOSAL FORMAT..... 6

 1. Title Page..... 7

 2. Introductory Letter..... 7

 3. Table of Contents..... 7

 4. Company History..... 7

 5. Vendor Profile Information..... 7

 6. Responses to Questions..... 7

 7. References..... 8

 8. Required Forms..... 8

 9. Proposer Responsibilities..... 9

PART II SCOPE OF SERVICES..... 11

 A. FINAL CONTRACT..... 10

 B. EQUAL OPPORTUNITY NOTICE..... 12

 C. INSURANCE..... 12

 1. Coverage..... 12

 2. Evidence of Insurance..... 12

 3. Certified Copies of Policies..... 12

 4. Commercial General and Umbrella Liability Insurance..... 12

 5. Automobile and Umbrella Liability Insurance..... 13

 6. Workers Compensation Insurance..... 13

 7. Commercial Property Insurance..... 13

 8. Professional Liability Insurance..... 13

 9. Acceptability of Insurers..... 13

 10. No Representation of Coverage Adequacy..... 13

 11. Indemnification..... 13

MUSKEGON COMMUNITY COLLEGE
REQUEST FOR PROPOSAL
Strategic Enrollment Management Solution

12. Subcontractor Requirements.....	14
13. Cancellation or Reduction in Coverage.....	14
14. Errors and Omission Liability Insurance.....	14
PART III PROPOSAL FORMS	15
A. List of References Form.....	15
B. Proposer’s Certification Form.....	16

MUSKEGON COMMUNITY COLLEGE
REQUEST FOR PROPOSAL
Strategic Enrollment Management Solution

PART I INTRODUCTION

A. PURPOSE

Muskegon Community College is seeking and accepting proposals for a select a vendor to work with the Office of Admissions to strategically and effectively manage its enrollment and recruitment communications process. The college is looking for a strategic enrollment management solution to replace the current admissions application and manual processes. Sealed proposals will be received by mail or personal delivery until **Friday April 24, 2015 at 2:00 p.m.** Proposals received after the specified time will not be considered. Proposals shall be sealed and plainly marked on the outside of the envelope/box with **RFP Strategic Enrollment Management Solution** with the name of the firm submitting the proposal. It is the sole responsibility of the proposer to assure that their proposal is received by Muskegon Community College prior to the time specified. One (1) original and ten (10) identical copies should be submitted to the following address:

Muskegon Community College
Attn: Amy James
Room #1123
221 S. Quarterline Rd.
Muskegon, MI 49442

B. GENERAL INFORMATION

Selection of the Vendor will be at the discretion of Muskegon Community College and the College reserves the right to reject any or all proposals. All proposers will be notified whether or not they have been chosen as finalists for an interview and demonstration. After the interview, the selected firm will be recommended to the Board of Trustees for approval.

1. **Interview:** A proposer will be required to make a presentation of their proposal. This will provide an opportunity to clarify or elaborate on the proposal, but will not, in any way provide an opportunity to change any fee amount originally proposed. If your company has been chosen as finalists, Muskegon Community College will schedule and notify the Proposer(s) of the time and location of their presentation.
2. **Modifications:** Muskegon Community College reserves the right to request that the proposer modify the proposal to more fully meet the needs of the college.
3. **Request for Additional Information:** The proposer shall furnish such additional information if Muskegon Community College may require.
4. **Acceptance/Rejection/Modification to Proposals:** Muskegon Community College reserves the right to negotiate modifications to proposals that it deems acceptable, reject any and all proposals, and waive minor irregularities in the procedures.

MUSKEGON COMMUNITY COLLEGE
REQUEST FOR PROPOSAL
Strategic Enrollment Management Solution

5. **MANDATORY Conference Call:** On **Friday, April 10, 2015** the proposer will have the opportunity to clarify or ask questions on this RFP. Starting promptly at 1:00 p.m. Eastern Standard Time, the call in number is 888-450-5996, Passcode #251071.
6. **Questions:** Should be addressed to Amy James at amy.james@muskegoncc.edu. All technical questions will be forwarded by Amy to the appropriate staff. All questions received will be answered at the Mandatory Conference Call.

C. BACKGROUND

MCC was founded as Muskegon Junior College in 1926, and has been continually accredited by the Higher Learning Commission of North Central Association since 1929. MCC moved to its current campus location, an Alden B. Dow designed facility that opened to the public in 1967.

In 1995, the Stevenson Center for Higher Education opened, comprising a consortium of Ferris State University, Grand Valley State University, and Western Michigan University, designed to increase access to educational opportunities for Muskegon residents. In 2010 the Outdoor Learning Lab, a focal point of green technology and center for MCC's new Alternative and Renewable Energy certificate program opened. MCC is currently located on a 111-acre campus in Muskegon, with extension centers in Fremont, Grand Haven, Newaygo and Whitehall.

In 2013, MCC received approval and funding for a construction and renovation project involving four major areas that include: Science, Technology, Engineering, and Math (STEM) Center, MCC Muskegon Downtown Center, Health and Physical Education Center, and a Creative and Performing Arts Center. According to MCC President, Dr. Dale Nesbary, "Muskegon Community College needs to compete on a national and global level. In addition to meeting crucial student needs, this expansion will also benefit employers and the community at large. It will help attract and retain talented individuals and equip them with the science skills to make them both more effective employees and informed residents, critical to improving the overall health of our communities. Moreover, MCC's growth from approximately 2,000 in the mid-1960s to approximately 5,000 credit-bearing students has led to the need for additional academic space in the STEM fields."

D. OBJECTIVES

Muskegon Community College seeks a Strategic Enrollment Management Solution with CRM capability and replacement of the online student admissions application. The solution should meet the following objectives:

- Allow consistent and comprehensive management of student inquiries and support prospect recruitment, admissions, event management, communications, marketing, and reporting/analysis needs.

MUSKEGON COMMUNITY COLLEGE

REQUEST FOR PROPOSAL

Strategic Enrollment Management Solution

- Reduce application processing time by allowing for online application submissions with import of the data to the central database.
- Provide a highly configurable system with customizable workflows and triggers that enable the automation of activities across all stages of the student enrollment lifecycle based on a combination of complex business rules, demographic, behavior and activity data.
- Provide stable integration and automated data synchronization Ellucian Colleague, the college's student information system (SIS), and advanced duplicate record detection and resolution capabilities.
- Provide web services and a well-developed, well-documented API that allows access to raw data and enables integration with other data sources.
- Deliver extensive and flexible reporting features that enable real-time, dynamic analysis across related data objects and scheduled delivery of reports.
- Track increased yield by improving conversions from prospects to applicants.
- Manage fast, accurate and targeted responses and communications to prospects including batch HTML emails and Mobile SMS messaging.
- Improve brand management by allowing for branded inquiry, application, and event management pages on university web sites.
- Improve customer service and increase web traffic by providing 24/7 access for students parents, and school counselors to a web portal.

E. GENERAL TERMS AND CONDITIONS

By submitting a response to this RFP, Bidder agrees to the following terms and conditions:

1. **Legal Compliance:** Work performed and plans produced shall comply with all state, federal and local laws, including but not limited to those related to building, environmental, statutory, legal process, OSHA and the Fair Labor Standards Act.
2. **Termination:** The contract may be terminated by mutual consent of both parties or by Muskegon Community College at its discretion. This contract, if awarded, may be cancelled in whole or in part by Muskegon Community College upon giving at least sixty (60) days written notice prior to cancellation; except that nonperformance on the part of the contractor(s) will be grounds for termination upon fifteen (15) days written notice.
3. **Manner of Performance:** The firm will abide by all State and Federal Regulations on wages and hours of any employee. The firm shall be responsible for all of its employees, subcontractors and their actions during their term of the contract with Muskegon Community College.

F. PROPOSAL FORMAT

In order to insure a uniform review process and obtain the maximum degree of compatibility, it is required that the proposals be organized in the manner specified below.

MUSKEGON COMMUNITY COLLEGE
REQUEST FOR PROPOSAL
Strategic Enrollment Management Solution

1. **Title Page:** The proposer should identify the RFP subject, the name of the firm, local address, telephone number, name and title of contact person and date of submission.
2. **Introductory Letter:** Prepare an executive summary stating your understanding of the project and why your firm should be chosen and any general information the proposer wishes MCC to consider about the proposal.
3. **Table of Contents:** Provide clear identification of the material by section and by page number.
4. **Company History:** The proposal should clearly outline the background and experience of the firm and the project team members who will be involved in the project.
 - a. Briefly describe your company's history, number of employees and years in existence.
 - b. Provide details of your company's financial status and stability.
 - c. Explain your company's methodology and approach to understanding the College's goals and needs in delivering Strategic Enrollment Management and a student admissions application.
5. **Vendor Profile Information** listed below:
 - a. Company profile, including: CRM SaaS (Customer Relationship Management Software as a Service) vision, evolution of the product, feature technologies
 - b. Experience and methodology for integrating with Ellucian Colleague ERP system Examples of what is configurable vs. what requires customization (i.e. user access, screen design, required fields, workflows, etc.)
 - c. Data management capabilities (i.e. import, export, formats, etc.)
 - d. Third party and Vendors tools
6. **Responses to Questions** listed below:
 - a. Below is a list of desired core system requirements. Vendors should indicate that their Strategic Enrollment Management solution includes out of the box functionality for each service by providing a Yes or No answer. Vendors may elaborate each answer.
 - Analytics
 - Student management and application
 - Change management and workflow
 - Cloud deployment and service
 - Automated Communication Flows
 - Email management
 - Event management
 - Flexible data interface
 - Issues management
 - Marketing management
 - Mobile Access
 - Social Media
 - Reporting and metrics

MUSKEGON COMMUNITY COLLEGE
REQUEST FOR PROPOSAL
Strategic Enrollment Management Solution

- b. Define the platform/environment necessary to run the software. Define the hardware requirements/considerations to operate the system as proposed.
 - c. Describe how the products and modules are licensed
 - d. Describe how the system manages the definitions of rules, highlighting if the rules are configurable
 - e. Identify any third party vendors involved in your implementation strategy and describe these relationships. Be sure to detail associated licenses, fees, costs, or other implementation requirements and the third party's name, address and contact.
 - f. Describe the security and approval setup, structure and process
 - g. Describe the standard reports that are offered as well as any tools offered for ad hoc reporting needs
 - h. Explain what type of documentation or help system is included with your solution
 - i. Describe the frequency, methodology and delivery options offered for incorporating updates to the solution
 - j. Explain how your system provides user-friendly display of information via graphical user interfaces.
 - k. Describe the customer service model and support structure offered for the solution noting support differences if there is a tiered offering
 - l. Describe your training and customer support models.
 - m. Describe how the system identifies duplicate records and assists in resolving these records.
 - n. Describe the audit trail capabilities of the system both within and outside of the solution.
 - o. Describe all support options available for your solution; highlight insources, hosted, SaaS options
 - p. Describe plans for future product development/enhancements; describe normal/potential timeline for major upgrades and/or system releases
7. **References:** List at least three (3) client references. (See attachment)
8. **Required Forms:** Complete and sign all required forms that are included in this RFP and include a copy of your state of Michigan license.

MUSKEGON COMMUNITY COLLEGE
REQUEST FOR PROPOSAL
Strategic Enrollment Management Solution

9. **Proposer Responsibilities:** The vendor is responsible for conducting necessary research, visiting the site and becoming familiar with conditions under which the work is to be performed.
- a) **Bidder Questions or Clarifications.** If any Bidder contemplating submitting a proposal is in doubt as to the true meaning of any part of this RFP, it may submit to MCC a written request for an interpretation thereof. Any interpretation will be made only by an addendum. Failure on the part of the prospective proposal responder to receive a written interpretation before the submission deadline will not be grounds for withdrawal of proposal. Bidder will acknowledge receipt of each addendum issued by stating so in its proposal. No oral explanation or instruction of any kind or nature whatsoever given before the award of a contract to a vendor shall be binding. All inquiries regarding this proposal must be written and should be submitted to:

Amy James
Director of Business Services
Room # 1123
221 S. Quarterline Rd.
Muskegon, MI 49442
E-mail: Amy.james@muskegoncc.edu

Inquiries regarding the proposal will be accepted up to and including Monday, April 20, 2015 at 4:30 PM local time. Responses to questions will be distributed as an addendum to this RFP to all Bidders who submit inquiries, as well as posted on the MCC web site: www.muskegoncc.edu/rfp.

- b) **Mandatory Pre-Bid Conference Call.** A Mandatory Pre-Bid Conference Call will take place on **Friday, April 10, 2015**. Bidders will have the opportunity to clarify or ask questions on this RFP. The Conference Call will start at promptly at 1:00 p.m. Eastern Standard Time, the call in number is 888-450-5996, Passcode #251071.
- c) **Proposal Amendments.** MCC reserves the right to amend this RFP without altering the timing requirements indicated. Any changes or addenda to this RFP will be communicated in writing to all Bidders as quickly as possible.
- d) **Proposal Rejection.** MCC reserves the right to reject any Bidder's response for any reason. MCC is under no obligation to award any Bidder the business, and may elect to reject all responses and pursue actions outside of this RFP process.
- e) **Bidder Expenses.** Bidder is solely responsible for any expenses incurred by it for proposal preparation and submission. This includes attendance at personal interviews or other meetings.
- f) **Instruction and Format Requirements.** All proposals should adhere to the instruction and format requirements outlined in this RFP and in all written supplements and amendments (such as summary of Questions and Answers), issued by MCC.

MUSKEGON COMMUNITY COLLEGE
REQUEST FOR PROPOSAL
Strategic Enrollment Management Solution

- g) **Criteria for Award Consideration.** Bidders shall take careful note that only materials offered in the proposal, information provided through interviews (if any), and internal Departmental information of previous contract history will be criteria for award consideration. The proposal shall be signed by a person authorized to legally bind the Bidder and shall contain a statement that the proposal and the pricing contained therein will remain valid for a period of 180 days from the proposal due date.
- h) **Final Contract Documents.** If MCC awards this project to a Bidder, this RFP and the selected Bidder’s proposal, including all appendices or attachments, will become part of the final contract.
- i) **Freedom of Information Act.** The content of all proposals, correspondence, addenda, memoranda, working papers and other medium which discloses any aspect of the RFP process shall be considered public information when the award decision is announced. This includes all proposals received in response to this RFP, both the selected proposal(s) and the proposal(s) not selected, and the information in those proposals that a Bidder may consider proprietary in nature. Therefore, MCC makes no representation it can or will maintain the confidentiality of such information. The act of submitting a proposal to MCC shall be construed as understanding and acceptance of this public information disclosure requirement.
- j) **Anticipated Timeline.** Listed below are dates and times of actions related to this RFP:

Action	Date
RFP Issued	March 23, 2015
Deadline for Bidder Questions or Clarifications	April 20, 2015
MCC Response to Bidder Questions or Clarifications	April 22, 2015
Pre-Bid Conference Call	April 10, 2015
Proposal Due	April 24, 2015
Award Notification	May 21, 2015

PART II SCOPE OF SERVICES

A. FINAL CONTRACT

Following the award, MCC and the selected Provider will negotiate the terms of the definitive contract. In the event that an acceptable contract cannot be reached with the selected Provider, MCC may withdraw its award and negotiate with the next highest ranked Bidder, and so on, until an acceptable contract has been finalized. Alternatively, MCC may cancel the RFP, at its sole discretion.

The definitive contract shall at a minimum, contain the insurance provisions set forth in Section E below and the following terms:

MUSKEGON COMMUNITY COLLEGE
REQUEST FOR PROPOSAL
Strategic Enrollment Management Solution

1. This is not an agreement of employment or partnership of the Provider or any of the Provider's employees by MCC. The Provider is an independent contractor for all purposes under this Agreement.
2. Provider shall perform its services in a professional manner and shall use only qualified and experienced personnel.
3. Provider agrees to maintain at all times, adequate staff of experienced and qualified employees for efficient performance under this Agreement.
4. Provider agrees that all personnel working for or on behalf of Provider, while on MCC's premises, shall obey the rules and regulations that are established by MCC, and shall comply with the reasonable directions of MCC's managerial staff.
5. Provider shall be responsible for all damages to persons or property caused by the Provider or any of its agents or employees while on MCC's premises. Provider shall promptly repair, to the specifications of MCC, any damage that it, or its employees or agents, may cause to MCC's premises or equipment. If the Provider fails to do so, MCC may repair such damage and the Provider shall reimburse MCC promptly for the cost of repair.
6. Provider agrees that, in the event of an accident of any kind, the Provider will immediately notify MCC's contact person and thereafter, if requested, furnish a full-written report of such accident.
7. MCC shall have no responsibility for the loss, theft, disappearance of, or damage to equipment, tools, materials, supplies, and other personal property of the Provider or its employees or subcontractors.
8. The contract may be terminated by mutual consent of both parties or by MCC at its discretion. This contract, if awarded, may be cancelled in whole or in part by MCC upon giving at least sixty (60) days written notice prior to cancellation; except that nonperformance on the part of the Provider will be grounds for termination. Termination will take place within fifteen (15) days of notification.
9. All prices for the Provider's services hereunder are firm for the term of this Agreement. MCC shall pay the Provider for satisfactory performance of the services specified in this Agreement, and any related addenda.
10. The Provider will abide by all State and Federal Regulations on wages and hours of any employee. The Provider shall be responsible for all of its employees, subcontractors and their actions during their term of the contract with MCC. The Provider shall keep current all licenses and permits.

MUSKEGON COMMUNITY COLLEGE
REQUEST FOR PROPOSAL
Strategic Enrollment Management Solution

B. EQUAL OPPORTUNITY NOTICE

It is the policy of MCC to provide equal opportunities and not discriminate in enrollment, education, employment, public accommodations, activities or services on the basis of race, color, religion, sex, national origin, marital status, sexual orientation, political persuasion, disability, height, weight, age, or other prohibitive matters.

It is the policy of MCC to patronize only those firms and Providers that demonstrate a commitment to equal opportunity within their own enterprises and who abide by Federal and State laws.

C. INSURANCE

1. **Coverage.** The selected Provider shall maintain insurance, having the coverage described below and approved by MCC, prior to the contract, and shall maintain such insurance until the contract is terminated according to the prescribed procedures.
2. **Evidence of Insurance.** Prior to taking occupancy, Vendor shall furnish Muskegon Community College, with a certificate(s) of insurance, executed by a duly authorized representative of each insurer, showing compliance with the insurance requirements set forth above. Failure to furnish the required certificate or failure to maintain the required insurance may result in termination of the agreement at Muskegon Community College's option. Any waiver of Vendor's obligation to furnish such certificate or maintain such insurance must be in writing and signed by an authorized representative of Muskegon Community College. Failure of Muskegon Community College to demand such certificate or other evidence of full compliance with these insurance requirements or failure of Muskegon Community College to identify a deficiency from evidence that is provided shall not be construed as a waiver of Vendor's obligation to maintain such insurance, or as a waiver as to the enforcement of any of these provisions at a later date.
3. **Certified Copies of Policies.** Provider shall provide certified copies of all insurance policies required above within ten (10) days of MCC's written request for said copies.
4. **Commercial General and Umbrella Liability Insurance.** Vendor shall maintain commercial general liability (CGL) and, if necessary, commercial umbrella insurance with a limit of not less than \$1,000,000 each occurrence. If such CGL insurance contains a general aggregate limit, it shall be for at least twice the each occurrence limit. CGL insurance shall be written on an occurrence form and shall cover liability arising from premises, operations, products-completed operations, personal and advertising injury, and liability assumed under an insured contract, including the tort liability of another assumed in a business contract. "Muskegon Community College, its elected and appointed officials, employees, students, agents and volunteers "shall be included as an insured under the CGL, and under the commercial umbrella, if any. This insurance shall apply as primary insurance with respect to any other insurance or self-insurance programs afforded to

MUSKEGON COMMUNITY COLLEGE
REQUEST FOR PROPOSAL
Strategic Enrollment Management Solution

Muskegon Community College. There shall be no endorsement or modification of the CGL limiting the scope of coverage for liability assumed under a contract.

5. **Automobile and Umbrella Liability Insurance.** Vendor shall maintain automobile liability and, if necessary, commercial umbrella liability insurance with a limit of not less than \$1,000,000 each accident. Such insurance shall cover liability arising out of any auto (including owned, hired, and nonowned autos).
6. **Workers Compensation Insurance.** Vendor shall maintain workers compensation and employers liability insurance. The commercial umbrella and/or employers liability limits shall not be less than the statutory limits required under Michigan law.
7. **Commercial Property Insurance.** Provider may, at its option, purchase business income, extra expense or similar coverage, and in no event shall MCC be liable for any business interruption or other consequential loss sustained by Provider, whether or not it is insured, even if such loss is caused by the negligence of MCC, its elected and appointed officials, employees, students, agents or volunteer. Provider may, at its option, purchase insurance to cover its personal property. In no event shall MCC be liable for any damage to or loss of personal property sustained by Provider, whether or not it is insured, even if such loss is caused by the negligence of MCC, its elected and appointed officials, employees, students, agents and volunteers.
8. **Professional Liability Insurance.** Provider shall maintain in force for the duration of this contract errors and omissions liability insurance appropriate to the Provider's profession. Coverage as required in this paragraph shall apply to liability for a professional error, act, or omission arising out of the scope of the Provider's services as defined in this Agreement. Coverage shall be written subject to limits of not less than \$1,000,000 per loss. If coverage is written on a claims-made basis, the Provider warrants that any retroactive date applicable to coverage under the policy precedes the effective date of this Agreement; and that continuous coverage will be maintained or an extended discovery period will be exercised for a period of three (3) years beginning from the time that work under the contract is completed.
9. **Acceptability of Insurers.** All required insurance shall be purchased from insurers acceptable to MCC. MCC shall have the right to reject insurance from an insurer that it deems unacceptable due to poor financial condition or because it is not operating legally.
10. **No Representation of Coverage Adequacy.** By requiring insurance herein, Muskegon Community College does not represent that coverage and limits will necessarily be adequate to protect Vendor, and such coverage and limits shall not be deemed as a limitation on Vendor's liability under the indemnities granted to Muskegon Community College in this contract.
11. **Indemnification.** Neither party is contracting or agreeing to indemnify the other. Muskegon Community College has no authority to agree to indemnify any other party. Statutory and common law theories and principles of indemnification, contribution, and equitable restitution

MUSKEGON COMMUNITY COLLEGE
REQUEST FOR PROPOSAL
Strategic Enrollment Management Solution

shall govern and apply to claims, actions, causes of action, costs, expenses and losses (including attorneys' fees) resulting from or caused by the actions or omissions of the parties or their employees pursuant to this contract.

12. **Subcontractor Requirements.** Provider agrees to contractually obligate its subcontractors to indemnify MCC in precise conformance to the terms of Provider's obligation to indemnify MCC pursuant to this Agreement. The Provider further agrees to contractually obligate its subcontractors to provide insurance with the insurance coverage's and limits of liability required to be provided by the Provider pursuant to the terms and conditions of this Agreement.
13. **Cancellation or Reduction in Coverage.** In the event of a lapse or reduction in the required coverage's, the Provider shall cease operations and shall not resume operations until new insurance is in force.
14. **Errors and Omission Liability Insurance.** Vendor shall maintain in force for the duration of this contract errors and omissions liability insurance appropriate to the Vendor's profession. Coverage as required in this paragraph shall apply to liability for a professional error, act, or omission arising out of the scope of the contractor's services as defined in this contract. Coverage shall be written subject to limits of not less than \$1,000,000 per loss.

MUSKEGON COMMUNITY COLLEGE
REQUEST FOR PROPOSAL
Strategic Enrollment Management Solution

PART III PROPOSAL FORMS

LIST OF REFERENCES

IMPORTANT: This form must be returned with the bid proposal form.

1. Name of Company _____
Address _____
Contact Person/Title _____
Telephone Number _____

2. Name of Company _____
Address _____
Contact Person/Title _____
Telephone Number _____

3. Name of Company _____
Address _____
Contact Person/Title _____
Telephone Number _____

Authorized Signature _____

Printed Name and Title

MUSKEGON COMMUNITY COLLEGE
REQUEST FOR PROPOSAL
Strategic Enrollment Management Solution

PROPOSER'S CERTIFICATION

I have carefully examined the Request for Proposal, Instructions, Terms and Conditions, Scope of Services, Bid forms and all other documents accompanying this proposal.

I propose to furnish the services specified in the Request for Proposal at the prices or rates quoted in my proposal. I agree that my proposal will remain firm for a period of ninety (90) days in order to allow Muskegon Community College adequate time to evaluate the proposals.

I certify that all information contained in this Request for Proposal is truthful to the best of my knowledge and belief. I further certify I am duly authorized to submit this proposal on behalf of the vendor/contractor and that the vendor/contractor is ready, willing and able to perform if awarded this Bid/Proposal.

I further certify that this bid/proposal is made without prior understanding, agreement, connection, discussion or collusion with any other person, firm or corporation submitting a bid/proposal for the same commodity or service; no officer, employee or agent of Muskegon Community College or of any other bidder/proposer interested in bid/proposal; and the undersigned executed this bidders/proposers certification with full knowledge and understanding of the matters contained and was duly authorized to do so.

Name of Business _____

Signature _____

Name & Title

Mailing Address

Telephone Number
