



University of North Alabama
Office of Procurement
UNA Box 5025
Florence, AL 35632
Phone: (256)765-4206
Fax: (256)765-4329

Bid No. 2022-22 For: Constituent Relationship Manager (CRM System)

Page 1 of 12

INVITATION FOR BIDS:

Sealed Proposals for furnishing materials, equipment or services as described herein will be received at the Purchasing Department, 601 Cramer Way, Room 126, University of North Alabama, Florence, Alabama, until 2:00 p.m. local time on August 4, 2022.

It is understood that the owner may accept any or all items at the prices listed in this proposal within a noted timeframes on the specification page. Time is of the essence to this bid and if delivery is not made within the time specified, the University reserves the right to cancel any order placed as a result of this bid. This bid may be withdrawn at any time prior to the scheduled time for the opening of bids, or any authorized postponement thereof.

DIRECTIONS FOR MAILING BIDS:

Do not place more than one bid in an envelope. Envelopes containing more than one bid may not be opened in time for a bid to be considered.

Envelopes containing bids must be sealed, marked and addressed as follows:

| | | |
|---------------|---|--|
| ADDRESSED TO: | (If via any postal service University of North Alabama Purchasing Department - Bid 2022-22 UNA M/S 5025 One Harrison Plaza Florence, AL 35632-0001 | (If hand carry) University of North Alabama Purchasing Department - Bid 2022-22 601 Cramer Way, Room 126 One Harrison Plaza Florence, AL 35632-0001 |
| BID FOR: | CRM System Bid No. 2022-22 | |

CAUTION – The above mailing address line, UNA Box 5025, is the address for the University of North Alabama Central Mail Room and is not part of the physical address for the University of North Alabama Purchasing Department. Envelopes or packages addressed to this box number may not be received in the Purchasing Department by the specified bid due date and time. It is the bidder's responsibility to ensure that the bid is received in the Purchasing Department by the date and time specified; no assumptions should be made in regard to an extension due to unforeseen circumstances of any kind, no due date or time will change without advance written notice from the Procurement Office.

Bidders are strongly cautioned to mail or ship bids to allow ample time for receipt in the Purchasing Department, not the Central Mail Room nor Central Receiving. Overnight or next day delivery services may not be adequate. Since bids must be received in a sealed envelope, faxed or emailed bid copies cannot be accepted.

Bids received in the Purchasing Department after the specified date and time set forth above will not be considered

Bids will be opened in the Administrative Building, 601 Cramer Way, Room 126 at 2:00 p.m. local time on August 4, 2022.

Revised 1/30/08

_____ initial
I have read and understand the contents of this page



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INSTRUCTIONS TO BIDDERS

1. All bidders are to submit bids on proposal forms furnished by the Assistant Vice President of Business Services, University of North Alabama (forms enclosed). All bid forms are to be signed in all designated spaces by an authorized officer or employee of the bidder. Telephone bids will not be accepted. Bids submitted by "fax" machine will not be accepted. All bids are to be mailed or delivered in a sealed envelope.
2. All bidders shall base their proposals on the exact schedule of equipment, material or service specifications herein.
3. Pictures, descriptions, and specifications should accompany all bids when required or desirable. Samples may be required and, if so, shall be furnished free of cost to the Owner.
4. Reference to manufacturers, suppliers, catalog numbers, etc., is intended to set quality standards and does not preclude bids from others as long as quality standards are met. Offers of equal items shall state the brand and number or level of quality. Alternates will not be considered unless they conform to the specifications.
5. All bidders are required to submit unit prices and extended prices, where applicable, for each item bid. Where the unit price and the extended total price do not agree, the unit price shall prevail.
6. The Owner reserves the right to accept any or all items on any bidder's proposal at the unit price submitted. The Owner reserves the right to reject any and all bids and to waive informalities.
7. All prices submitted on the proposal are to be delivered prices to the University of North Alabama and shall not include any state or local sales tax.
8. Bidders should sign & return all pages of the complete bid to imply complete understanding and compliance with all bid requirements.
9. All questions should be directed to the Purchasing Office, University of North Alabama, UNA Box 5025, Florence, AL 35632-0001, phone 256/765-4206.
10. Should a bidder find discrepancies in, or omissions from the bid documents or should he be in doubt as to their meaning, he should at once notify the Owner who will send written instructions to all bidders.
11. Bids received after the bid opening date and time, or any authorized postponement thereof, will not be considered.
12. **If required, a bond may be requested and must be supplied within forty-eight (48) hours after request to protect the University from any risk of loss.**
13. **EQUAL EMPLOYMENT OPPORTUNITY/U.S. FAIR LABOR STANDARDS ACT:** By signing this proposal, bidder certifies that bidder is in compliance with the nondiscrimination clause contained in Section 202, Executive Order 11246, as amended by Executive Order 11375, relative to Equal Employment Opportunity for all persons without regard to race, color, religion, sex, or national origin, and the rules and regulations prescribed by the Secretary of Labor, Veteran's Act 38USC4212, Section 503 - Rehabilitation act of 1973 Title I of the Americans with Disabilities Act of 1990 42USC12101, and that any and all goods were produced in compliance with all applicable requirements of Sections 6, 7, and 12 of the Fair Labor Standards Act, as amended, and of regulations and orders of the United States Department of Labor issued under Section 14 thereof.
14. Verbal communication before or while Bid is open shall have no force or affect whatsoever toward this bid as written, or the entire agreement. All parties represent that no promises, representations, or inducements have been made with respect to the subject matter of the bid nor a contract, except as specifically set forth herein. The bid or final contract, agreement, or order, can only be changed, altered, modified or amended by written agreement from both parties.

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PROPOSAL FORM

In compliance with the University of North Alabama **INVITATION FOR BIDS** and **INSTRUCTIONS TO BIDDERS**, the undersigned hereby proposes to furnish and supply items to the University of North Alabama, Florence, Alabama, in strict accordance with the **SCHEDULE** and **SPECIFICATIONS**.

The undersigned bidder/proposer hereby certifies that it, its officers, partners, owners, providers, representatives, employees, and parties in interest, including the affiant, has not in any way colluded, conspired, connived or agreed, directly or indirectly, with any other bidder/proposer, potential bidder/proposer, firm or person, in connection with this solicitation, to submit a collusive or sham bid/proposal, to refrain from bidding/proposing, to manipulate or ascertain the price(s) of other bidders/proposers or potential bidders/proposers, or to secure through any unlawful act an advantage over other bidders/proposers or the university.

The prices submitted herein have been arrived at in an entirely independent and lawful manner by the bidder/proposer without consultation with other bidders/proposers or potential bidders/proposers or foreknowledge of the prices to be submitted in response to this solicitation by other bidders/proposers or potential bidders/proposers on the part of the bidder/proposer, its officers, partners, owners, providers, representatives, employees, or parties in interest, including the affiant.

DATED: _____

COMPANY NAME: _____

BY: _____

(Signature)

(Typed or Printed Name)

(Title)

BUSINESS ADDRESS: _____

TELEPHONE: _____

Email Address: _____

This address will be used to publish the bid tabulation & any other communication regarding bid results

If Bidder is a Corporation, write the State of Incorporation, and if a Partnership, give full name of partners, using space below.

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UNIVERSITY OF NORTH ALABAMA
VENDOR CERTIFICATION
PURSUANT TO ACT NO 2012-491 & ACT2014-044

ALABAMA LAW (SECTION 31-13-9 , CODE OF ALABAMA 1975: By signing a contract resulting from this proposal, the contracting parties affirm, for the duration of the agreement, that they will not violate federal immigration law or knowingly employ, hire for employment, or continue to employ an unauthorized alien within the state of Alabama. Furthermore, a contracting party found to be in violation of this provision shall be deemed in breach of the agreement and shall be responsible for all damages resulting therefrom.

ALABAMA LAW SECTION 16-25-26C , CODE OF ALABAMA 1975; Legislation requiring the University of North Alabama to report to Retirement Systems of Alabama individuals paid for personal services who are currently receiving benefits from TRSA or ESA became effective October 1, 2013. No minimum level of compensation was defined. **Any individual receiving direct or indirect compensation from this contract who is a retiree receiving benefits from the State of Alabama Retirement System MUST NOTIFY UNA of this status along with Bid/RFP Submission.**

Bidder hereby certifies full compliance with Act No. 2012-491 & Act No. 2014-044:

Date: _____

Company: _____

Authorizing Signature: _____

Printed Name: _____

Title: _____

State of _____ County of _____

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CERTIFICATE OF COMPLIANCE WITH THE BEASON-HAMMON ALABAMA TAXPAYER AND CITIZEN PROTECTION ACT (ACT 2011-535, as amended by Act 2012-491)

DATE: _____ RE: Contract/Grant/ Incentive (*describe by number or subject*):

BID/RFP _____ by and between

_____ (Contractor/Grantee) and

_____ (State Agency, Department or Public Entity)

The undersigned hereby certifies to the State of Alabama as follows:

1. The undersigned holds the position of with the Contractor/Grantee named above, and is authorized to provide representations set out in this Certificate as the official and binding act of that entity, and has knowledge of the provisions of THE BEASON-HAMMON ALABAMA TAXPAYER AND CITIZEN PROTECTION ACT (ACT 2011-535 of the Alabama Legislature, as amended by Act 2012-491) which is described herein as "the Act".
2. Using the following definitions from Section 3 of the Act, select and initial either (a) or (b), below, to describe the Contractor/Grantee's business structure. **BUSINESS ENTITY.** Any person or group of persons employing one or more persons performing or engaging in any activity, enterprise, profession, or occupation for gain, benefit, advantage, or livelihood, whether for profit or not for profit. "Business entity" shall include, but not be limited to the following:
 - a) Self-employed individuals, business entities filing articles of incorporation, partnerships, limited partnerships, limited liability companies, foreign corporations, foreign limited partnerships, foreign limited liability companies authorized to transact business in this state, business trusts, and any business entity that registers with the Secretary of State.
 - b) Any business entity that possesses a business license, permit, certificate, approval, registration, charter, or similar form of authorization issued by the state, any business entity that is exempt by law from obtaining such a business license, and any business entity that is operating unlawfully without a business license.

EMPLOYER. Any person, firm, corporation, partnership, joint stock association, agent, manager, representative, foreman, or other person having control or custody of any employment, place of employment, or of any employee, including any person or entity employing any person for hire within the State of Alabama, including a public employer.

This term shall not include the occupant of a household contracting with another person to perform casual domestic labor within the household.

____ (a) The Contractor/Grantee is a business entity or employer as those terms are defined in Section 3 of the Act.

____ (b) The Contractor/Grantee is not a business entity or employer as those terms are defined in Section 3 of the Act.

3. As of the date of this Certificate, Contractor/Grantee does not knowingly employ an unauthorized alien within the State of Alabama and hereafter it will not knowingly employ, hire for employment, or continue to employ an unauthorized alien within the State of Alabama;
4. Contractor/Grantee is enrolled in E-Verify unless it is not eligible to enroll because of the rules of that program or other factors beyond its control.

Certified this _____ day of _____ 20____.

Name of Contractor/Grantee/Recipient

By: _____

Its: _____

The above Certification was signed in my presence by the person whose name appears above, on this _____ day of _____ 20____.

WITNESS: _____ Printed name of Witness: _____

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State of Alabama
Disclosure Statement
(Required by Act 2001-955)

ENTITY COMPLETING FORM

Agreement Number

ADDRESS

CITY, STATE, ZIP

TELEPHONE NUMBER

()

STATE AGENCY/DEPARTMENT THAT WILL RECEIVE GOODS, SERVICES, OR IS RESPONSIBLE FOR GRANT AWARD

ADDRESS

CITY, STATE, ZIP

TELEPHONE NUMBER

()

This form is provided with:

☐ Contract ☐ Proposal ☐ Request for Proposal ☐ Invitation to Bid ☐ Grant Proposal

Have you or any of your partners, divisions, or any related business units previously performed work or provided goods to any State Agency/Department in the current or last fiscal year?

☐ Yes ☐ No

If yes, identify below the State Agency/Department that received the goods or services, the type(s) of good or services previously provided, and the amount received for the provision of such goods or services.

Have you or any of your partners, divisions, or any related business units previously applied and received any grants from any State Agency/Department in the current or last fiscal year?

☐ Yes ☐ No

If yes, identify the State Agency/Department that awarded the grant, the date such grant was awarded, and the amount of the grant.

1. List below the name(s) and address(es) of all public officials/public employees with whom you, members of your immediate family, or any of your employees have a family relationship and who may directly personally benefit financially from the proposed transaction. Identify the State Department/Agency for which the public officials/public employees work. (Attach additional sheets if necessary.)

2. List below the name(s) and address(es) of all family members of public officials/public employees with whom you, members of your immediate family, or any of your employees have a family relationship and who may directly personally benefit financially from

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the proposed transaction. Identify the public officials/public employees and State Department/Agency for which the public officials/public employees work. (Attach additional sheets if necessary.)

If you identified individuals in items one and/or two above, describe in detail below the direct financial benefit to be gained by the public officials, public employees, and/or their family members as the result of the contract, proposal, request for proposal, invitation to bid, or grant proposal. (Attach additional sheets if necessary.)

Describe in detail below any indirect financial benefits to be gained by any public official, public employee, and/or family members of the public official or public employee as the result of the contract, proposal, request for proposal, invitation to bid, or grant proposal. (Attach additional sheets if necessary.)

List below the name(s) and address(es) of all paid consultants and/or lobbyists utilized to obtain the contract, proposal, request for proposal, invitation to bid, or grant proposal:

By signing below, I certify under oath and penalty of perjury that all statements on or attached to this form are true and correct to the best of my knowledge. I further understand that a civil penalty of ten percent (10%) of the amount of the transaction, not to exceed \$10,000.00, is applied for knowingly providing incorrect or misleading information.

Signature

Date

Notary's Signature

Date

Date Notary Expires

Act 2001-995 requires the disclosure statement to be completed and filed with all proposals, bids, contracts, or grant proposals to the State of Alabama in excess of \$5,000.

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I have read and understand the contents of this page



REQUIREMENTS/ SPECIFICATIONS

Background

The University of North Alabama is seeking proposals for a constituent relationship management (CRM) system to be used by university employees to enhance the student experience for prospective and current students. The intent is to engage in a multi-year agreement, initial commitment of 5 years and the ability to award up to 10 years based on successful function, support, and experience.

Project Scope

Hardware Requirements

1. Cloud based SaaS solution
2. Cloud storage for uploaded documents

Functional Design

1. Relational Database
 - a. No less than 1000 tables
 - b. No less than 1000 attributes per table
 - Attribute types Required
 - Single line of text
 - Multi line text (HTML)
 - Date/time
 - Time
 - Option set (single and multi-select)
 - Whole number
 - Floating point number
 - Decimal Number
 - Currency
 - URL
 - Email
 - Phone
 - Link to related record
 - c. Calculated fields
 - d. Multiple customizable forms for each table
 - e. Multiple configurable query views to see table data
 - f. Functionality to populate fields based on criteria
 - g. Functionality for duplicate detection and merging of records
 - h. Functionality for revision history tracking
 - i. No code or low code automation functionality



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2. Site for University employee access to data
 - a. Security permission roles for each user
 - b. Single sign on and multi factor authentication compatibility
 - c. Functionality to import and export data (manual and automatic)
 3. Multiple Sites for prospective student and current student input
 - a. Single sign on and multi factor authentication compatibility
 - b. Customizable pages that pull data from the database
 - c. Conditional formatting, visibility, and option set logic for input fields
 4. API integration with third party applications
Specifically:
 - a. Ellucian Banner
 - b. Canvas learning management system
 - c. Microsoft Outlook
 - d. Texting platform (or in-application functionality)
 - e. Social media platforms

Product Requirements

1. Ability to track prospective students through a recruitment funnel
 - a. Import data from a file to any table
 - b. Receive lead information from vendors (API)
 - c. Send lead metrics back to vendors (API)
 - d. Ability for end users to easily query, view, and edit records.
 - e. Pull information from other systems to update records' funnel information (API)
 - f. Ability for end users to easily analyze the effectivity of marketing efforts
2. Ability for prospective students to view and submit information to the university
 - a. Submit Applications to the university
 - b. Submit Requests for information
 - c. Document uploads
 - d. Submit Miscellaneous information
 - e. View Notices from the Admissions Office
3. Ability to send, receive, track and manage communications

All communications must be able to dynamically include information from the database into the communication. Must be able to link communications to any relevant record for tracking of communication effectivity.

- a. Email – sent from university email accounts and verified to not be marked as spam. WYSIWYG email template functionality. Open, click, bounce, unsubscribe tracking.
- b. Text – with numbers verified to not be marked as spam by carriers
- c. Phone calls – preferably with functionality to capture metrics (call start-end time etc.)
- d. Social media – (preferable but not required)

_____ initial
I have read and understand the contents of this page



4. Ability to generate, manage and track communications

All communications must be able to dynamically include information from the database into the communication. Must be able to link communications to any relevant record for tracking of communication effectivity.

- a. Letters – Generate content to be printed on letters sent to prospective students
- b. Post cards – Generate content to be printed on post cards sent to prospective students

5. Reporting

- a. Ability to analyze and visualize data either within the application or via integration with Tableau/Argos

6. Event Management

- a. Ability to manage university events
- b. Online registrations for users and non-users
- c. Scheduling functionality (calendar)

7. Customization

All customization should be possible with no code or low code solutions

- a. Ability for users to personalize their experience through custom views and dashboards
- b. Ability to create custom forms to view record data
- c. Forms should be able to include information from related records including 1:N relationships
- d. Ability to add custom fields/attributes and tables/entities
- e. Ability to style sites
- f. Ability to embed forms in other sites

8. Payments

- a. Ability to accept payments
- b. Send payment information to other systems
- c. Secure payment gateway

Implementation

- 1. Implementation must be completed or guided by vendor
 - a. Project manager provided by vendor
 - b. Technical team provided by vendor
- 2. Timeframe of 6 months for functional product, 12 months for fully complete product
- 3. Full support for any issues discovered during implementation
- 4. Ability to import data from legacy CRM

Maintenance

- 1. Vendor must provide maintenance of product:
 - a. Provide account manager to coordinate issue resolutions
 - b. Assist in resolving issues found after implementation
 - c. Provide documentation on all functionality and configurations
 - d. Maintain any hardware not controlled by UNA
 - e. Maintain any APIs not controlled by UNA



- f. Resolve any system issues in a timeframe consistent with the severity of the issue.
1. Emergency: 2 hours (loss of data, security breach, or full halt of all daily processes)
 2. High-Priority: 1 Day (resulting in halt of critical daily processes)
 3. Medium-Priority: 5 Days (resulting in halt of critical daily process with short term workaround)
 4. Low-Priority: 10 Days (resulting in halt of non-critical process or failure of new configuration)

Timeline of Events

| | |
|---|--|
| RFP Release Date | July 6, 2022 |
| Last day to receive Questions | July 15, 2022 <i>Email questions to chconlon@una.edu & pwilson3@una.edu (only written questions will be addressed)</i> |
| Answers published | NLT July 22, 2022 |
| RFP Close Date | August 4, 2022 (must be received by 2:00 PM CDT) <i>Upon bid opening an evaluation / rubric will drive invitations to provide demonstrations and more clarity of proposal.</i> |
| Site Interviews / Demonstrations | Between Aug 8 – Aug 31 |
| Decision Date | No later than December 1, 2022 |
| Implementation Start Date | must have a functional product by August 1, 2023; thus, the start date of the implementation will be based on the estimated time to completion provided by vendor. |

The CRM is a critical tool for the University and the University reserves the right to extend this process if necessary to ensure the most overall benefit is achieved.

Selection Criteria

Deliverables

1. Demonstration of product from student perspective
2. Demonstration of product from end user perspective
3. Demonstration of configuration and automation options for system administrators
4. Testimonials from schools currently using product

TOTAL COST OF SOLUTION:

Pricing should include

- Total cost of implementation
- Total cost of solution for each year after implementation
- Cost to integrate with Ellucian Banner
- Any other expense necessary for a fully functional operating system

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BID SHEET must be completed and a fully itemized formal quote should be supplied along with all other bid material.

BID SHEET

1. Total Cost of Solution Year 1:\$ _____
Year 2: \$ _____
Year 3: \$ _____
Year 4: \$ _____
Year 5: \$ _____

2. Total Cost of Implementation: _____

3. Number of days planned for Implementation: _____

Only Qualified bids will be accepted and reviewed. To be qualified bids must contain the following:

- Completed RFP Document – one (1) original and one (1) copy (copy may be a flash drive containing a digital copy of full proposal) with all appropriate signatures;
- Fully itemized quote of CRM package;
- Details of service commitment;
- List of references;
- Names & resumes of key staff members who would serve in the minimum roles of account manager, technical advisor, maintenance and support.
- Timeline of events to implement full integration

FOB UNIVERSITY OF NORTH ALABAMA, FLORENCE, AL 35632-0001

For any questions regarding use or needed performance of this equipment

Contact Patrick Wilson (256)765- 5084;email pwilson3@una.edu

For questions regarding bid submission

Contact the Office of Procurement, Cindy Conlon (256)765-4293; email chconlon@una.edu

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