

Delaware State University

Request for Proposal

**Customer Relationship Management
(CRM) System**

Contract No. DSU260612-CRMSYSTEMS

Bid packets must be received by 3:00pm on September 09, 2026

Time listed above is the local time in the State of Delaware

E-mail: contracts@desu.edu

Note: Bidder bears the risk of bid's late delivery, non-delivery, or spam box delivery. Bidder must have a system delivered e-mail return receipts request.

Point of Contact: Procurement Team

E-mail: contracts@desu.edu

ALL VENDORS:

The enclosed packet contains a "REQUEST FOR PROPOSAL" for the contract listed on cover page. The proposal consists of the following:

- I. Purpose and Background**
- II. Scope of Work/ Services**
- III. Format For Proposal/ Required Information**
- IV. Professional Services RFP Administrative Information**
- V. Proposal Evaluation**
- VI. Pre-Bid Meeting**
- VII. Definitions and General Provisions**
- VIII. Proposal Reply Section – Response/ Bid Submission Form**

Attachments:

- 1) Non-Collusion Statement**
- 2) Exceptions**
- 3) Confidentiality and Proprietary Information**
- 4) Business References**
- 5) Subcontractor Information Form**
- 6) Bid/ Pricing Sheet/ Bid Quotation**
- 7) Financial Responsibility**

Appendix(s):

- A. Scope of Work and Technical Requirements**
- B. Cyber Responsibilities, Liability and Insurance**

Responses will be received electronically through email to contracts@desu.edu. The email subject must have RFP name and contract number. If you need to abbreviate the RFP name, you can do so. Electronic response should have only one file in total. File name must start with vendor's name. **Aggregate size of your response without compressing the file must not be more than 5 megabytes. Response must be in pdf format, should not be protected with any password and should be only one file instead of multiple files.** Deviation from this limit will be an automatic cause for rejection of your response. Do not send any unnecessary messages to this email address. Otherwise, your emails will be marked as spam thus you will fully assume the risk/ liability of no response from the University to your email messages.

Bidder bears the risk of incomplete response, late delivery or delivery at wrong email address of the University other than specified in this RFP. Bidder must make sure they receive confirmation stating their bid has been received. University is not responsible if bid goes into spam or is not delivered by the system whatsoever until University confirms its receipt.

In order for your proposal to be considered, the Proposal Reply Section shall be executed completely and correctly including but not limited to all attachments, bid submission form and W-9 form.

Please review and follow the information and instructions contained in the General Provisions and this Request for Proposal (RFP).

There will be **NO** mandatory pre-bid meeting.

Bid bond requirement for this RFP has been waived.

The term of the contract between the successful bidder and the University shall be Three (3) years. There is an option to renew the contract for Two (2) one-year extensions by negotiation or a Five (5) year contract.

This RFP will use non-State funds.

I. Overview/ Introduction

The Delaware State University (hereinafter “University”) is seeking Proposals from qualified firms (“Proposers”) to provide **Customer Relationship Management (CRM) System**. This request for proposals (“RFP”) is issued pursuant to 29 Del. C. §§ [6981 and 6982](#).

About Delaware State University

Delaware State University (DSU) is located in Dover, Delaware and has a long and proud history as one of America’s Historically Black Colleges and Universities (HBCUs). It has a blend of both long-standing traditions and growing diversity. Founded in 1891 as the State College for Colored Students, DSU takes pride in its heritage as one of the country’s first land-grant educational institutions, rooted early on in agriculture and education. Our current population includes a 65 percent African-American enrollment and an increasing number of Caucasian, Hispanic, Asian and other international students.

With a changing world comes a changing campus, and DSU prepares its students for the global challenges of the new millennium and beyond. The University is a welcome center for learning for people from many cultural backgrounds who speak several different languages and dialects. DSU is a melting pot for education, and after graduation—wherever life takes them—our students are truly “making their mark on the world.”

DSU offers a unique blend of past, present and future. Walk through our 356-acre campus and you’ll see centuries-old buildings. At the same time, you’ll find some of the country’s most skilled researchers discovering new innovations in the fields of medicine, military defense, agriculture and much more.

DSU currently offers 42 undergraduate degree options, an impressive number for a school our size. We also offer 16 master’s degree programs and five doctoral degree programs in areas such as interdisciplinary applied mathematics/mathematical physics and educational leadership.

We welcome students from a variety of backgrounds. Our current enrollment stands at over 4,800, 93% of whom are undergraduate students. Our ratio of male to female students is 36:64, and more than 80% of our freshmen live on campus in one of our seven residence halls. Prospective vendors can visit www.desu.edu to find out more general information about Delaware State University.

Schedule of Events

The following dates and milestones apply to this RFP and subsequent contract award. Vendors are advised that these dates and milestones are not absolute and may change due to unplanned events during the bid proposal and award process.

- | | |
|---|---------------------------------------|
| • Deadline to Receive Questions | August 05, 2026, at 10:00 AM |
| • Responses to Questions Posted by | September 02, 2026 |
| • Bid Opening | September 09, 2026, at 3:00 PM |
| • Contractor Selection Date | TBD |
| • Projected Contract Start Date | October 01, 2026 |

* Each of the above date is subject to change. Local time means the State of Delaware local time.

Note: All questions shall be in writing (in MS Word format, written in a paragraph form and numbered.) No table or Ms. Excel spreadsheet, etc. should be inserted. These questions should be submitted via email to contracts@desu.edu. Questions must be submitted in the following format. Deviations from this format will not be accepted and entertained.

Section number____, Paragraph number____, Page number____, Text of passage being questioned____, Question: _____.

Each proposal must be accompanied by a transmittal letter which briefly summarizes the proposing firm's interest in providing the required professional services. The transmittal letter must also clearly state and justify any exceptions to the requirements of the RFP which the applicant may have taken in presenting the proposal. (Applicant exceptions must also be recorded on Attachment 2). The proposal must be submitted electronically to contracts@desu.edu

The Delaware State University reserves the right to deny any and all exceptions taken to the RFP requirements.

II. Scope of Work/ Services

The Vendor(s) shall provide all equipment, materials, software, and labor to supplement the University's need for this contract as described herein in Appendix A. The contract will require the Vendor(s) to cooperate with the University to insure the University receives the most current state-of-the-art material and/or services.

III. Format for Proposal/ Required Information

The following information shall be provided in each proposal in the order listed below. Failure to respond to any request for information within this proposal may result in rejection of the proposal at the sole discretion of the University.

A. Minimum Requirements

1. Provide Delaware license(s) and/or certification(s) necessary to perform services as identified in the scope of work.
2. Vendor shall provide responses to the Request for Proposal (RFP) scope of work and clearly identify capabilities as presented in the General Evaluation Requirements below.
3. Complete all appropriate attachments and forms as identified within the RFP.
4. Proof of Errors and Omissions insurance and amount of insurance shall be furnished to the Delaware State University prior to the start of the contract period and shall be no less than as identified in the bid solicitation, insurance section.

B. General Evaluation Requirements

The Evaluation Committee will judge the merits of proposals received in accordance with the criteria described. The objective of the Evaluation Committee will be to recommend the bidder who is most responsive to the needs of Delaware State University. The specifications within this RFP represent the

minimum performance necessary for response. The evaluation committee will forward a recommendation to the Procurement Team for approval and issuance of a Notice of Intent to Award.

PROPOSAL FORMAT AND CONTENT

Proposal Information and Criteria

The following specific items must be addressed in the proposal along with all attachments listed of this proposal. Vendors should read carefully and address completely in order listed to facilitate the University's review committee of the proposals.

Proposals shall be organized into the sections identified below. The content of each section is detailed in the following pages. It is strongly suggested that Offerors use the same numbers for the following content as are used in the RFP.

- Transmittal Letter
- Executive Summary and Proposal Overview
- Signed Authentication of the Proposal including attachments, bid submission form, etc.
- Items listed in the following table in the evaluation criteria and scope of work.

Transmittal Letter

The Transmittal Letter accompanying the RFP shall be in the form of a standard business letter and shall be signed by an individual authorized to legally bind the Offeror. It shall include:

- a. A statement referencing all addenda and written questions, the answers and any clarifications to this RFP issued by the University and received by the Offeror. If no addenda have been received, a statement to that effect should be included.
- b. A statement that the Offeror's proposal shall remain valid for six (6) months after the closing date of the receipt of the proposals.
- c. A statement that the Offeror will accept financial responsibility for all travel expenses incurred for oral presentations (if required).

Executive Summary and Proposal Overview

The Executive Summary and Proposal Overview shall condense and highlight the contents of the proposal in such a way as to provide the evaluation committee with a broad understanding of the entire proposal.

Signed Authentication of Proposal and Attachments

The Offeror will sign and return the proposal cover sheet and print or type her/his name, firm, address, telephone number and date. The person signing the offer must initial erasures or other changes. An offer signed by an agent is to be accompanied by evidence of his/her authority unless such evidence has been previously furnished to the Purchasing Agency. The signer shall further certify that the proposal is made without collusion with any other person, persons, company or parties submitting a proposal; that it is in all respects fair and in good faith without collusion or fraud, and that the signer is authorized to bind the principal Offeror. The proposer must submit all attachments duly filled in where necessary.

IV. Professional Services RFP Administrative Information

A. RFP Issuance

1. Public Notice

Public notice has been provided in accordance with 29 *Del. C.* [§6981](#).

2. Obtaining Copies of the RFP

This RFP is available in electronic form through the State of Delaware Procurement website at <https://mmp.delaware.gov/Bids/> . Paper copies of this RFP will not be available.

3. Assistance to Vendors with a Disability

Vendors with a disability may receive accommodation regarding the means of communicating this RFP or participating in the procurement process. For more information, contact the Designated Contact no later than ten days prior to the deadline for receipt of proposals.

4. RFP Designated Contact

All requests, questions, or other communications about this RFP shall be made in writing to the Delaware State University. Address all communications to the person listed below; communications made to other Delaware State University personnel or attempting to ask questions by phone or in person will not be allowed or recognized as valid and may disqualify the vendor. Vendors should rely only on written statements issued by the RFP designated contact.

Attention: Procurement Team

Email: contracts@desu.edu

To ensure that written requests are received and answered in a timely manner, electronic mail (e-mail) correspondence must be sent to contracts@desu.edu

5. Consultants and Legal Counsel

The Delaware State University may retain consultants or legal counsel to assist in the review and evaluation of this RFP and the vendors' responses. Bidders shall not contact the University's consultant or legal counsel on any matter related to the RFP.

6. Contact with University Employees

Direct contact with Delaware State University employees other than the Delaware State University Designated Contact regarding this RFP is expressly prohibited without prior consent. Vendors directly contacting Delaware State University employees risk elimination of their proposal from further consideration. Exceptions exist only for organizations currently doing business with the Delaware State University who require contact in the normal course of doing that business.

7. Organizations Ineligible to Bid

Any individual, business, organization, corporation, consortium, partnership, joint venture, or any other entity including subcontractors currently debarred or suspended is ineligible to bid. Any entity ineligible to conduct business in the State of Delaware for any reason is ineligible to respond to the RFP.

8. Exclusions

The Proposal Evaluation Team reserves the right to refuse to consider any proposal from a vendor who:

1. Has been convicted for commission of a criminal offense as an incident to obtaining or attempting to obtain a public or private contract or subcontract, or in the performance of the

contract or subcontract:

2. Has been convicted under State or Federal statutes of embezzlement, theft, forgery, bribery, falsification or destruction of records, receiving stolen property, or other offense indicating a lack of business integrity or business honesty that currently and seriously affects responsibility as a State contractor:
3. Has been convicted or has had a civil judgment entered for a violation under State or Federal antitrust statutes:
4. Has violated contract provisions such as;
 - a. Knowing failure without good cause to perform in accordance with the specifications or within the time limit provided in the contract; or
 - b. Failure to perform or unsatisfactory performance in accordance with terms of one or more contracts;
5. Has violated ethical standards set out in law or regulation; and
6. Any other cause listed in regulations of the State of Delaware determined to be serious and compelling as to affect responsibility as a State contractor, including suspension or debarment by another governmental entity for a cause listed in the regulations.

B. RFP Submissions

1. Acknowledgement of Understanding of Terms

By submitting a bid, each vendor shall be deemed to acknowledge that it has carefully read all sections of this RFP, including all forms, schedules and exhibits hereto, and has fully informed itself as to all existing conditions and limitations.

2. Proposals

To be considered, all proposals must be submitted in writing and respond to the items outlined in this RFP. The University reserves the right to reject any non-responsive or non-conforming proposals.

The proposal must be submitted electronically to contracts@desu.edu

Any proposal received after the Deadline for Receipt of Proposals date shall not be considered. Bidder bears the risk of late delivery or delivery at wrong location of the University. The contents of any proposal shall not be disclosed as to be made available to competing entities during the negotiation process.

Upon receipt of vendor proposals, each vendor shall be presumed to be thoroughly familiar with all specifications and requirements of this RFP. The failure or omission to examine any form, instrument or document shall in no way relieve vendors from any obligation in respect to this RFP.

3. Proposal Modifications

Any changes, amendments or modifications to a proposal must be made in writing, submitted in the same manner as the original response and conspicuously labeled as a change, amendment or modification to a previously submitted proposal. Changes, amendments or modifications to proposals shall not be accepted or considered after the hour and date specified as the deadline for submission of proposals.

4. Proposal Costs and Expenses

The Delaware State University will not pay any costs incurred by any Vendor associated with any aspect of responding to this solicitation, including proposal preparation, printing or delivery, attendance at vendor's conference, system demonstrations or negotiation process.

5. Proposal Expiration Date

Prices quoted in the proposal shall remain fixed and binding on the bidder at least for one year from the date of bid opening. The Delaware State University reserves the right to ask for an extension of time if needed.

6. Late Proposals

Proposals received after the specified date and time will not be accepted or considered. To guard against premature opening, proposals shall be submitted, plainly marked with the proposal title, vendor name, and time and date of the proposal opening. Evaluation of the proposals is expected to begin shortly after the proposal due date. To document compliance with the deadline, the proposal will be date and time stamped upon receipt.

7. Proposal Opening

The Delaware State University will receive proposals until the date and time shown in this RFP. Proposals will be opened in the presence of Delaware State University personnel.

8. Non-Conforming Proposals

Non-conforming proposals will not be considered. Non-conforming proposals are defined as those that do not meet the requirements of this RFP. The determination of whether an RFP requirement is substantive, or a mere formality shall reside solely within the Delaware State University.

9. Concise Proposals

The Delaware State University discourages overly lengthy and costly proposals. It is the desire that proposals be prepared in a straightforward and concise manner. Unnecessarily elaborate brochures or other promotional materials beyond those sufficient to present a complete and effective proposal are not desired. The Delaware State University's interest is in the quality and responsiveness of the proposal.

10. Realistic Proposals

It is the expectation of the Delaware State University that vendors can fully satisfy the obligations of the proposal in the manner and timeframe defined within the proposal. Proposals must be realistic and must represent the best estimate of time, materials and other costs including the impact of inflation and any economic or other factors that are reasonably predictable.

The Delaware State University shall bear no responsibility or increase obligation for a vendor's failure to accurately estimate the costs or resources required to meet the obligations defined in the proposal.

11. Confidentiality of Documents

Subject to applicable law or the order of a court of competent jurisdiction to the contrary, all documents submitted as part of the vendor's proposal will be treated as confidential during the evaluation process. As such, vendor proposals will not be available for review by anyone other than the Delaware State University/Proposal Evaluation Team or its designated agents. There shall be no disclosure of any vendor's information to a competing vendor prior to award of the contract unless such disclosure is required by law or by order of a court of competent jurisdiction.

The Delaware State University wishes to create a business-friendly environment and procurement process. As such, the University respects the vendor community's desire to protect its intellectual property, trade secrets, and confidential business information (collectively referred to herein as "confidential business information"). Proposals must contain sufficient information to be evaluated. If a vendor feels that they cannot submit their proposal without including confidential business information, they must adhere to the following procedure or their proposal may be deemed unresponsive, may not be recommended for selection, and any applicable protection for the vendor's confidential business information may be lost.

In order to allow the University to assess its ability to protect a vendor's confidential business information, vendors will be permitted to designate appropriate portions of their proposal as confidential business information.

13. Price Not Confidential

Vendors shall be advised that as a publicly bid contract, no Vendor shall retain the right to declare their pricing confidential.

13. Multi-Vendor Solutions (Joint Ventures)

Multi-vendor solutions (joint ventures) will be allowed only if one of the venture partners is designated as the **"prime contractor"**. The **"prime contractor"** must be the joint venture's contact point for the Delaware State University and be responsible for the joint venture's performance under the contract, including all project management, legal and financial responsibility for the implementation of all vendor systems. If a joint venture is proposed, a copy of the joint venture agreement clearly describing the responsibilities of the partners must be submitted with the proposal. Services specified in the proposal shall not be subcontracted without prior written approval by the Delaware State University, and approval of a request to subcontract shall not in any way relieve Vendor of responsibility for the professional and technical accuracy and adequacy of the work. Further, vendor shall be and remain liable for all damages to the Delaware State University caused by negligent performance or non-performance of work by its subcontractor or its sub-subcontractor.

Multi-vendor proposals must be a consolidated response with all cost included in the cost summary. Where necessary, RFP response pages are to be duplicated for each vendor.

a. Primary Vendor

The Delaware State University expects to negotiate and contract with only one "prime vendor". The Delaware State University will not accept any proposals that reflect an equal teaming arrangement or from vendors who are co-bidding on this RFP. The prime vendor will be responsible for the management of all subcontractors.

Any contract that may result from this RFP shall specify that the prime vendor is solely responsible for fulfillment of any contract with the University as a result of this procurement. The University will make contract payments only to the awarded vendor. Payments to any-subcontractors are the sole responsibility of the prime vendor (awarded vendor).

b. Sub-contracting

The vendor selected shall be solely responsible for contractual performance and management of all subcontract relationships. This contract allows subcontracting assignments; however, vendors assume all responsibility for work quality, delivery, installation, maintenance, and any supporting services required by a subcontractor.

Use of subcontractors must be clearly explained in the proposal, and major subcontractors must be identified by name. **The prime vendor shall be wholly responsible for the entire contract performance whether subcontractors are used.** Any sub-contractors must be approved by Delaware State University.

c. Multiple Proposals

A primary vendor may not participate in more than one proposal in any form. Sub-contracting vendors may participate in multiple joint venture proposals.

14. Sub-Contracting

The vendor selected shall be solely responsible for contractual performance and management of all

subcontract relationships. This contract allows subcontracting assignments; however, vendors assume all responsibility for work quality, delivery, installation, maintenance, and any supporting services required by a subcontractor.

Use of subcontractors must be clearly explained in the proposal, and subcontractors must be identified by name. Any sub-contractors must be approved by Delaware State University.

15. Discrepancies and Omissions

Vendor is fully responsible for the completeness and accuracy of their proposal, and for examining this RFP and all addenda. Failure to do so will be at the sole risk of vendor. Should vendor find discrepancies, omissions, unclear or ambiguous intent or meaning, or should any questions arise concerning this RFP, vendor shall notify the Delaware State University's Designated Contact, in writing, of such findings at least ten (10) days before the proposal opening. This will allow issuance of any necessary addenda. It will also help prevent the opening of a defective proposal and exposure of vendor's proposal upon which award could not be made. All unresolved issues should be addressed in the proposal.

Protests based on any omission or error, or on the content of the solicitation, will be disallowed if these faults have not been brought to the attention of the Designated Contact, in writing, at least ten (10) calendar days prior to the time set for opening of the proposals.

a. RFP Question and Answer Process

The Delaware State University will allow written requests for clarification of the RFP. All questions shall be received no later than due date and time. All questions will be consolidated into a single set of responses and posted on the State's website at www.bids.delaware.gov. Vendor names will be removed from questions in the responses released. Questions should be submitted in the following format. Deviations from this format will not be accepted.

All questions shall be in writing (in MS Word format, written in a paragraph form and numbered.) No table or Ms. Excel spreadsheet, etc. should be inserted. These questions should be submitted via email to contracts@desu.edu Questions must be submitted in the following format. Deviations from this format will not be accepted and entertained.

Section number____, Paragraph number____, Page number____, Text of passage being questioned____, Question: _____.

16. University's Right to Reject Proposals

The Delaware State University reserves the right to accept or reject any or all proposals or any part of any proposal, to waive defects, technicalities or any specifications (whether they be in the Delaware State University's specifications or vendor's response), to sit and act as sole judge of the merit and qualifications of each product offered, or to solicit new proposals on the same project or on a modified project which may include portions of the originally proposed project as the Delaware State University may deem necessary in the best interest of the University.

17. University's Right to Cancel Solicitation

The Delaware State University reserves the right to cancel this solicitation at any time during the procurement process, for any reason or for no reason. The Delaware State University makes no commitments expressed or implied, that this process will result in a business transaction with any vendor.

This RFP does not constitute an offer by the Delaware State University. Vendor's participation in this process may result in the Delaware State University selecting your organization to engage in further discussions and negotiations toward execution of a contract. The commencement of such negotiations does not, however, signify a commitment by the Delaware State University to execute a contract nor to continue negotiations. The Delaware State University may terminate negotiations at any time and for any reason, or for no reason.

18. University's Right to Award Multiple Source Contracting

Pursuant to 29 Del. C. [§ 6986](#), the Delaware State University may award a contract for a professional service to two or more vendors if the University makes a determination that such an award is in the best interest of the University.

19. Potential Contract Overlap

Vendors shall be advised that the University, at its sole discretion, shall retain the right to solicit for goods and/or services as required by its departments and as it serves the best interest of the University. As needs are identified, there may exist instances where contract deliverables, and/or goods or services to be solicited and subsequently awarded, overlap previous awards. The University reserves the right to reject any or all bids in whole or in part, to make partial awards, to award to multiple vendors during the same period, to award by types, on a zone-by-zone basis or on an item-by-item or lump sum basis item by item, or lump sum total, whichever may be most advantageous to the Delaware State University.

20. Notification of Withdrawal of Proposal

Vendor may modify or withdraw its proposal by written request, provided that both proposal and request is received by the Delaware State University prior to the proposal due date. Proposals may be re-submitted in accordance with the proposal due date in order to be considered further.

Proposals become the property of the Delaware State University at the proposal submission deadline. All proposals received are considered firm offers at that time.

21. Revisions to the RFP

If it becomes necessary to revise any part of the RFP, an addendum will be posted on the State of Delaware's website at <https://mmp.delaware.gov/Bids/>. The Delaware State University is not bound by any statement related to this RFP made by any Delaware State University employee, contractor or its agents.

22. Exceptions to the RFP

Any exceptions to the RFP, or the Delaware State University's terms and conditions, must be recorded on Attachment 2. Acceptance of exceptions is within the sole discretion of the evaluation committee.

23. Business References

Provide at least three (3) business references consisting of current or previous customers of similar scope and value using Attachment 4. Include business name, mailing address, contact name and phone number, number of years doing business with, and type of work performed. Personal references cannot be considered.

24. Award of Contract

The final award of a contract is subject to approval by the Delaware State University. The Delaware State University has the sole right to select the successful vendor(s) for award, to reject any proposal as unsatisfactory or non-responsive, to award a contract to other than the lowest priced proposal, to award multiple contracts, or not to award a contract, as a result of this RFP.

Notice in writing to a vendor of the acceptance of its proposal by the Delaware State University and

the subsequent full execution of a written contract will constitute a contract, and no vendor will acquire any legal or equitable rights or privileges until the occurrence of both such events.

a. RFP Award Notifications

After reviews of the evaluation committee report and its recommendation, and once the contract terms and conditions have been finalized, the Delaware State University will award the contract. The contract shall be awarded to the vendor whose proposal is most advantageous, taking into consideration the evaluation factors set forth in the RFP.

It should be explicitly noted that the Delaware State University is not obligated to award the contract to the vendor who submits the lowest bid or the vendor who receives the highest total point score, rather the contract will be awarded to the vendor whose proposal is the most advantageous to the Delaware State University. The award is subject to the appropriate Delaware State University approvals.

After a final selection is made, the winning vendor will be invited to negotiate a contract with the Delaware State University; remaining vendors will be notified in writing of their selection status.

25. Cooperatives

Vendors, who have been awarded similar contracts through a competitive bidding process with a cooperative, are welcome to submit the cooperative pricing for this solicitation.

V. RFP Evaluation Process

An evaluation team composed of representatives of the Delaware State University will evaluate proposals on a variety of quantitative criteria. Neither the lowest price nor highest scoring proposal will necessarily be selected.

The Delaware State University reserves full discretion to determine the competence and responsibility, professionally and/or financially, of vendors. Vendors are to provide in timely manner any and all information that the Delaware State University may deem necessary to make a decision.

1. Proposal Evaluation Team

The Proposal Evaluation Team shall be comprised of representatives of the Delaware State University. The Team shall determine which vendors meet the minimum requirements pursuant to selection criteria of the RFP and procedures established in 29 Del. C. §§ [6981 and 6982](#). The Team may negotiate with one or more vendors during the same period and may, at its discretion, terminate negotiations with any or all vendors. The Team shall make a recommendation regarding the award to the President who shall have final authority, subject to the provisions of this RFP and 29 Del. C. § [6982](#), to award a contract to the successful vendor in the best interests of the Delaware State University.

2. Proposal Selection Criteria

The Proposal Evaluation Team shall assign up to the maximum number of points for each Evaluation Item to each of the proposing vendor's proposals. All assignments of points shall be at the sole discretion of the Proposal Evaluation Team.

Proposals will be evaluated in accordance with information provided by the Respondent in RFP and the criteria below. The University reserves the right to evaluate additional criteria it deems appropriate, whether such factors have been stated in this section.

Evaluation Criteria

Category	Description	Key Indicators	Total Points
Inquiry-to-Application, Application Completion, and Enrollment Funnel Progression	Measures enrollment funnel progression, conversions, application completion, and volume	Inquiry-to-application conversion rate, application completion percentage, stage-to-stage conversion rates, funnel health, student volume trends, and drop-off analysis throughout the enrollment process.	20
Enrollment Yield & Operational Efficiency Admit-to-Enroll Yield	Evaluates CRM performance in driving student progression from admission to enrollment while optimizing staff workflows and operational processes. Includes analytics, dashboards, and predictive modeling to support enrollment forecasting, funnel outcomes, and efficiency in daily operations. Assesses how many admitted students ultimately enroll.	Yield rate, admit-to-deposit rate, deposit-to-enroll rate, funnel analytics, predictive accuracy, task turnaround time, workload balance, automation utilization, and error reduction rates. Yield %, admit-to-deposit %, deposit-to-enroll %	15
System Integration & Data ManagementResponse Times for Student Inquiries	Evaluates CRM integration capabilities, real-time data synchronization, and data governance across institutional systems. Evaluates speed and consistency of staff responses across channels.	System integrations, data synchronization, API capabilities, data accuracy, governance, and interoperability. Avg. response time, first-contact resolution, SLA adherence	10
Implementation, Adoption, and Continuous Improvement?	Evaluates implementation, change management, user adoption, training, and post-launch support.	Timeline adherence, adoption rates, training effectiveness, support.	10
Marketing, Event & Multi-Channel Engagement Tracking Staff Efficiency & Workflow Effectiveness	Evaluates CRM capabilities for managing marketing campaigns, event engagement, and multi-channel communications, including social media, email, and SMS outreach to support student engagement and enrollment outcomes. Measures operational performance and process optimization.	Campaign performance tracking, event registration and attendance, social media engagement, SMS/email communication metrics, attribution reporting, conversion tracking, and engagement-to-enrollment impact. Task turnaround time, workload balance, automation use, error rates	10
Pricing			35
		Grand Total	100

Note:

For any contract involving temporary employee placement or the hiring of contractors that could be considered employees of the University (i.e. provided workspace on University property and under direct supervision of University employee). Under such circumstances, the contractor must submit a separately identified Affordable Care Act (ACA) fee in the vendor's proposal response on the bid/

pricing sheet even though it is not separately asked on the bid/ pricing form.

1. The vendor must clearly identify how the ACA Safe Harbor fee is charged (i.e. by frequency, including by invoice, by hour, by employee, etc.)
2. The ACA Safe Harbor fee will remain a component of the of the scoring part for bid/ pricing component.

The University reserves the right to apply the above criteria in any manner that it deems necessary, and to evaluate each firm separately or comparatively, using these criteria as it sees fit. The University also reserves the right to seek clarification for prospective firms on any issue in the proposal, invite specific firms for site visits or oral presentations, or take any other action it feels necessary to evaluate properly the proposals and construct a solution in the University's best interest.

The proposals shall contain the essential information on which the award decision shall be made. The information required to be submitted in response to this RFP has been determined by the Delaware State University to be essential for use by the Team in the bid evaluation and award process. Therefore, all instructions contained in this RFP shall be met in order to qualify as a responsive and responsible contractor and participate in the Proposal Evaluation Team's consideration for award. Proposals which do not meet or comply with the instructions of this RFP may be considered non-conforming and deemed non-responsive and subject to disqualification at the sole discretion of the Team.

The Team reserves the right to:

- Select for contract or for negotiations a proposal other than that with lowest costs.
- Reject any and all proposals or portions of proposals received in response to this RFP or to make no award or issue a new RFP.
- Waive or modify any information, irregularity, or inconsistency in proposals received.
- Request modification to proposals from any or all vendors during the contract review and negotiation.
- Negotiate any aspect of the proposal with any vendor and negotiate with more than one vendor at the same time.

Vendors are encouraged to review the evaluation requirements and to provide a response that addresses each of the items. Evaluators will not be able to make assumptions about a vendor's capabilities so the responding vendor should be detailed in their proposal responses.

3. Proposal Clarification

The Evaluation Team may contact any vendor in order to clarify uncertainties or eliminate confusion concerning the contents of a proposal. Proposals may not be modified as a result of any such clarification request.

4. References

The Evaluation Team may contact any customer of the vendor, whether or not included in the vendor's reference list, and use such information in the evaluation process. Additionally, the Delaware State University may choose to visit existing installations of comparable systems, which may or may not include vendor personnel. If the vendor is involved in such site visits, the Delaware State University will pay travel costs only for Delaware

State University personnel for these visits.

5. Oral Presentations

After initial scoring and a determination that vendor(s) are qualified to perform the required services, selected vendors may be invited to make oral presentations to the Evaluation Team. All vendor(s) selected will be given an opportunity to present to the Evaluation Team.

The selected vendors will have their presentations scored or ranked based on their ability to successfully meet the needs of the contract requirements, successfully demonstrate their product and/or service, and respond to questions about the solution capabilities.

The vendor representative(s) attending the oral presentation shall be technically qualified to respond to questions related to the proposed system and its components. All of the vendor's costs associated with participation in oral discussions and system demonstrations conducted for the Delaware State University are the vendor's responsibility.

D. Contract Terms and Conditions

1. General Information

- a. The contract resulting from this RFP shall be valid for the time period prescribed in this RFP.
- b. The selected vendor will be required to enter into a written agreement with the Delaware State University. The Delaware State University reserves the right to incorporate standard University contractual provisions into any contract negotiated as a result of a proposal submitted in response to this RFP. Any proposed modifications to the terms and conditions of the standard contract are subject to review and approval by the Delaware State University. Vendors will be required to sign the contract for all services and may be required to sign additional agreements.
- c. The selected vendor or vendors will be expected to enter negotiations with the Delaware State University, which will result in a formal contract between parties. Procurement will be in accordance with subsequent contracted agreement. This RFP and the selected vendor's response to this RFP will be incorporated as part of any formal contract.
- d. The Delaware State University's standard contract will most likely be supplemented with the vendor's software license, support/maintenance, source code escrow agreements, and any other applicable agreements. The terms and conditions of these agreements will be negotiated with the finalist during actual contract negotiations.
- e. The successful vendor shall promptly execute a contract incorporating the terms of this RFP within twenty (20) days after award of the contract. No vendor is to begin any service prior to receipt of a Delaware State University purchase order signed by two authorized representatives of the University requesting service, properly processed through the Delaware State University.
- f. If the vendor to whom the award is made fails to enter into the agreement as herein provided, the award will be annulled, and an award may be made to another vendor. Such vendor shall fulfill every stipulation embraced herein as if they were the party to whom the first award was made.
- g. The University reserves the right to extend this contract on a month-to-month basis for a period of up to three months after the term of the full contract has been completed.

2. Collusion or Fraud

Any evidence of agreement or collusion among vendor(s) and prospective vendor(s) acting to illegally restrain freedom from competition by agreement to offer a fixed price, or otherwise, will render the offers of such vendor(s) void.

By responding, the vendor shall be deemed to have represented and warranted that its proposal is not made in connection with any competing vendor submitting a separate response to this RFP, and is in all respects fair and without collusion or fraud; that the vendor did not participate in the RFP development process and had no knowledge of the specific contents of the RFP prior to its issuance;

and that no employee or official of the Delaware State University participated directly or indirectly in the vendor's proposal preparation.

Advance knowledge of information which gives any vendor advantages over any other interested vendor(s), in advance of the opening of proposals, whether in response to advertising or an employee or representative thereof, will potentially void that proposal.

3. Lobbying and Gratuities

Lobbying or providing gratuities shall be strictly prohibited. Vendors found to be lobbying, providing gratuities to, or in any way attempting to influence a Delaware State University employee or agent of the Delaware State University concerning this RFP or the award of a contract resulting from this RFP shall have their proposal immediately rejected and shall be barred from further participation in this RFP.

The selected vendor will warrant that no person or selling agency has been employed or retained to solicit or secure a contract resulting from this RFP upon agreement or understanding for a commission, or a percentage, brokerage or contingent fee. For breach or violation of this warranty, the Delaware State University shall have the right to annul any contract resulting from this RFP without liability or at its discretion deduct from the contract price or otherwise recover the full amount of such commission, percentage, brokerage or contingent fee.

All contact with Delaware State University employees, contractors or agents of the Delaware State University concerning this RFP shall be conducted in strict accordance with the manner, forum and conditions set forth in this RFP.

4. Solicitation of University Employees

Until contract award, vendors shall not, directly or indirectly, solicit any employee of the Delaware State University to leave the Delaware State University's employ in order to accept employment with the vendor, its affiliates, actual or prospective contractors, or any person acting in concert with vendor, without prior written approval of the Delaware State University's contracting officer. Solicitation of Delaware State University employees by a vendor may result in rejection of the vendor's proposal.

This paragraph does not prevent the employment by a vendor of a Delaware State University employee who has initiated contact with the vendor. However, Delaware State University employees may be legally prohibited from accepting employment with the contractor or subcontractor under certain circumstances. Vendors may not knowingly employ a person who cannot legally accept employment under state or federal law. If a vendor discovers that they have done so, they must terminate that employment immediately.

5. General Contract Terms

a. Independent Contractors

The parties to the contract shall be independent contractors to one another, and nothing herein shall be deemed to cause this agreement to create an agency, partnership, joint venture or employment relationship between parties. Each party shall be responsible for compliance with all applicable workers compensation, unemployment, disability insurance, social security withholding and all other similar matters. Neither party shall be liable for any debts, accounts, obligations or other liability whatsoever of the other party or any other obligation of the other party to pay on the behalf of its employees or to withhold from any compensation paid to such employees any social benefits, workers compensation insurance premiums or any income or other similar taxes.

It may be at the Delaware State University's discretion as to the location of work for the contractual support personnel during the project period. The Delaware State University may provide working space and sufficient supplies and material to augment the Contractor's services.

b. WORK PERFORMED IN A UNIVERSITY BUILDING

Awarded Vendor(s) who have any employees carrying out any work related to the awarded contract at a University facility shall have those employees comply with any health mandate or policy issued by the State/University related to a pandemic or other State of Emergency issued by any State authority during the term of the awarded contract, including those that apply directly to University employees. These may include but not limited to, wearing a mask in all University buildings and the policy for University employees regarding vaccination. The vaccination policy is located at <https://www.desu.edu/sites/flagship/files/document/31/covid-19-policy.pdf> . For clarity, University buildings are those owned or leased by the University.

c. Licenses and Permits

In performance of the contract, the vendor will be required to comply with all applicable federal, state and local laws, ordinances, codes, and regulations. The cost of permits and other relevant costs required in the performance of the contract shall be borne by the successful vendor. The vendor shall be properly licensed and authorized to transact business in the State of Delaware as provided in 30 *Del. C.* § [2502](#).

Prior to receiving an award, the successful vendor shall either furnish the Delaware State University with proof of State of Delaware Business Licensure or initiate the process of application where required. An application may be requested in writing to: Division of Revenue, Carvel State Building, P.O. Box 8750, 820 N. French Street, Wilmington, DE 19899 or by telephone to one of the following numbers: (302) 577-8200—Public Service, (302) 577-8205—Licensing Department.

Failure to comply with the State of Delaware licensing requirements may subject vendor to applicable fines and/or interest penalties.

c. Notice

Any notice to the Delaware State University required under the contract shall be sent by registered mail to:

Delaware State University
Attention Mr. Stannis M. Smith - smsmith@desu.edu
Vice President of Legal Affairs & General Counsel
Dr. Claiborne D. Smith Administration Building
1200 North DuPont Highway, Dover, DE 19901-2277

d. Indemnification

1. General Indemnification

By submitting a proposal, the proposing vendor agrees that in the event it is awarded a contract, it will indemnify and otherwise hold harmless the Delaware State University, its agents and employees from any and all liability, suits, actions, or claims, together with all costs, expenses for attorney's fees, arising out of the vendor's, its agents and employees' performance work or services in connection with the contract, regardless of whether such suits, actions, claims or liabilities are based upon acts or failures to act attributable, whole or part, to the University, its employees or agents.

2. Proprietary Rights Indemnification

Vendor shall warrant that all elements of its solution, including all equipment, software, documentation, services and deliverables, do not and will not infringe upon or violate any patent, copyright, trade secret or other proprietary rights of any third party. In the event of any claim,

suit or action by any third party against the Delaware State University, the Delaware State University shall promptly notify the vendor in writing and vendor shall defend such claim, suit or action at vendor's expense, and vendor shall indemnify the Delaware State University against any loss, cost, damage, expense or liability arising out of such claim, suit or action (including, without limitation, litigation costs, lost employee time, and counsel fees) whether or not such claim, suit or action is successful.

e. Insurance

1. Vendor recognizes that it is operating as an independent contractor and that it is liable for any and all losses, penalties, damages, expenses, attorney's fees, judgments, and/or settlements incurred by reason of injury to or death of any and all persons, or injury to any and all property, of any nature, arising out of the vendor's negligent performance under this contract, and particularly without limiting the foregoing, caused by, resulting from, or arising out of any act of omission on the part of the vendor in their negligent performance under this contract.
2. The vendor shall maintain such insurance as will protect against claims under Worker's Compensation Act and from any other claims for damages for personal injury, including death, which may arise from operations under this contract. The vendor is an independent contractor and is not an employee of the Delaware State University.
3. During the term of this contract, the vendor must, at its own expense, obtain and keep in force and effect including all extensions, the minimum coverage limits specified below with a carrier satisfactory to the University. All contractors must carry the following coverage depending on the type of service or product being delivered.

a. Commercial General Liability - \$1,000,000 per occurrence/\$3,000,000 aggregate,

and

b. Medical/Professional Liability - \$1,000,000 per occurrence/\$3,000,000 aggregate,

or

c. Miscellaneous Errors and Omissions - \$1,000,000 per occurrence/\$3,000,000 aggregate,

or

d. Product Liability - \$1,000,000 per occurrence/\$3,000,000 aggregate,

and

e. Automotive Liability Insurance covering all automotive units used in the work with limits of not less than \$100,000 each person and \$300,000 each accident as to bodily injury and \$25,000 as to property damage to other,

and

f. The vendor shall maintain such insurance as will protect against claims under Worker's Compensation Act and from any other claims for damages for personal injury,

including death, which may arise from operations under this contract. The vendor is an independent contractor and is not an employee of the University.

All contractors must carry (a), (e), and (f), and at least one of (b), (c), or (d), depending on the type of service or product being delivered.

Before any work is done with the University, a Certificate of Insurance referencing the name and contract number stated herein, shall be filed with the University's Insurance Office that is:

Delaware State University
Attention Mr. Stannis M. Smith - smsmith@desu.edu
Vice President of Legal Affairs & General Counsel
Dr. Claiborne D. Smith Administration Building
1200 North DuPont Highway, Dover, DE 19901-2277

Note: The Delaware State University shall not be named as an additional insured.

Should any of the above described policies be cancelled before the expiration date thereof, notice will be delivered in accordance with the policy provisions.

4. Nothing contained herein shall restrict or limit the Vendor's right to procure insurance coverage in amounts higher than those required by this Agreement. To the extent that the Vendor procures insurance coverage in amounts higher than the amounts required by this Agreement, all said additionally procured coverages will be applicable to any loss or claim and shall replace the insurance obligations contained herein.
5. To the extent that Vendor has complied with the terms of this Agreement and has procured insurance coverage for all vehicles Leased and/or operated by Vendor as part of this Agreement, the University/ State of Delaware's self-insured insurance program shall not provide any coverage whether coverage is sought as primary, co-primary, excess or umbrella insurer or coverage for any loss of any nature.
6. In no event shall the University/ State of Delaware be named as an additional insured on any policy required under this agreement.
7. The vendor shall provide a Certificate of Insurance (COI) as proof that the vendor has the required insurance.
8. Should any of the above-described policies be cancelled before expiration date thereof, notice shall be delivered in accordance with the policy provisions to the University.

f. Performance Requirements

The selected Vendor will warrant that it possesses, or has arranged through subcontractors, all capital and other equipment, labor, materials, and licenses necessary to carry out and complete the work hereunder in compliance with any and all Federal and State laws, and County and local ordinances, regulations and codes.

g. Vendor Emergency Response Point of Contact

The awarded vendor(s) shall provide the name(s), telephone, or cell phone number(s) of those individuals who can be contacted twenty four (24) hours a day, seven (7) days a week where there is a critical need for commodities or services when the Governor of the State of Delaware declares

a state of emergency under the Delaware Emergency Operations Plan or in the event of a local emergency or disaster where a state governmental entity requires the services of the vendor. Failure to provide this information could render the proposal as non-responsive.

In the event of a serious emergency, pandemic or disaster outside the control of the University, the University may negotiate, as may be authorized by law, emergency performance from the Contractor to address the immediate needs of the University, even if not contemplated under the original Contract or procurement. Payments are subject to appropriation and other payment terms.

h. Warranty

The Vendor will provide a warranty that the deliverables provided pursuant to the contract will function as designed for a period of no less than the term of initial contract. The warranty shall require the Vendor correct, at its own expense, the setup, configuration, customizations or modifications so that it functions according to the University's requirements.

i. Costs and Payment Schedules

All contract costs must be as detailed specifically in the Vendor's cost proposal. No charges other than as specified in the proposal shall be allowed without written consent of the Delaware State University. The proposal costs shall include full compensation for all taxes that the selected vendor is required to pay.

The Delaware State University will require a payment schedule based on defined and measurable milestones. Payments for services will not be made in advance of work performed. The Delaware State University may require holdback of contract monies until acceptable performance is demonstrated (as much as 25%).

j. Penalties

The Delaware State University may include in the final contract penalty provisions for non-performance, such as liquidated damages.

k. Termination of Contract

The contract resulting from this RFP may be terminated as follows by Delaware State University.

1. **Termination for Cause**: If, for any reasons, or through any cause, the Vendor fails to fulfill in timely and proper manner its obligations under this Contract, or if the Vendor violates any of the covenants, agreements, or stipulations of this Contract, the University shall thereupon have the right to terminate this contract by giving written notice to the Vendor of such termination and specifying the effective date thereof, at least twenty (20) days before the effective date of such termination. In that event, all finished or unfinished documents, data, studies, surveys, drawings, maps, models, photographs, and reports or other material prepared by the Vendor under this Contract shall, at the option of the University, become its property, and the Vendor shall be entitled to receive just and equitable compensation for any satisfactory work completed on such documents and other materials which is usable to the University.
2. **Termination for Convenience**: The University may terminate this Contract at any time by giving written notice of such termination and specifying the effective date thereof, at least twenty (20) days before the effective date of such termination. In that event, all finished or unfinished documents, data, studies, surveys, drawings, models, photographs, reports, supplies, and other materials shall, at the option of the University, become its property and the Vendor shall be entitled to receive compensation for any satisfactory work completed on such documents and other materials, and which is usable to the University.

l. Non-discrimination

In performing the services subject to this RFP the vendor, as set forth in Title 19 Delaware Code Chapter 7 section [711](#), will agree that it will not discriminate against any employee or applicant with respect to compensation, terms, conditions or privileges of employment because of such individual's race, marital status, genetic information, color, age, religion, sex, sexual orientation, gender identity, or national origin. The successful vendor shall comply with all federal and state laws, regulations and policies pertaining to the prevention of discriminatory employment practice. Failure to perform under this provision constitutes a material breach of contract.

m. Covenant against Contingent Fees

The successful vendor will warrant that no person or selling agency has been employed or retained to solicit or secure this contract upon an agreement of understanding for a commission or percentage, brokerage or contingent fee excepting bona-fide employees, bona-fide established commercial or selling agencies maintained by the Vendor for the purpose of securing business. For breach or violation of this warranty the Delaware State University shall have the right to annul the contract without liability or at its discretion to deduct from the contract price or otherwise recover the full amount of such commission, percentage, brokerage or contingent fee.

n. Vendor Activity

No activity is to be executed in an offshore facility, either by a subcontracted firm or a foreign office or division of the vendor. The vendor must attest to the fact that no activity will take place outside of the United States in its transmittal letter. Failure to adhere to this requirement is cause for elimination from future consideration.

o. Vendor Responsibility

The University will enter into a contract with the successful Vendor(s). The successful Vendor(s) shall be responsible for all products and services as required by this RFP whether or not the Vendor or its subcontractor provided final fulfillment of the order. Subcontractors, if any, shall be clearly identified in the Vendor's proposal by completing Attachment 5, and are subject the approval and acceptance of Delaware State University.

p. Personnel, Equipment and Services

1. The Vendor represents that it has, or will secure at its own expense, all personnel required to perform the services required under this contract.
2. All of the equipment and services required hereunder shall be provided by or performed by the Vendor or under its direct supervision, and all personnel, including subcontractors, engaged in the work shall be fully qualified and shall be authorized under State and local law to perform such services.
3. None of the equipment and/or services covered by this contract shall be subcontracted without the prior written approval of the University. Only those subcontractors identified in Attachment 5 are considered approved upon award. Changes to those subcontractor(s) listed in Attachment 5 must be approved in writing by the University.

q. Vendor Background Check Requirements

Vendor(s) selected for an award that access University property or come in contact with vulnerable populations, including children and youth, shall be required to complete background checks on employees serving the University. Unless otherwise directed, at a minimum, this shall include a check of the following registry:

Delaware Sex Offender Central Registry at: <https://sexoffender.dsp.delaware.gov/>

r. Work Product

All materials and products developed under the executed contract by the vendor are the sole and exclusive property of the University. The vendor will seek written permission to use any product created under the contract.

s. Contract Documents

The RFP, the purchase order, the executed contract and any supplemental documents between the Delaware State University and the successful vendor shall constitute the contract between the Delaware State University and the vendor. In the event there is any discrepancy between any of these contract documents, the following order of documents governs so that the former prevails over the latter: contract, Delaware State University's RFP, Vendor's response to the RFP and purchase order. No other documents shall be considered. These documents will constitute the entire agreement between the Delaware State University and the vendor.

t. Applicable Law

The laws of the State of Delaware shall apply, except where Federal Law has precedence. The successful vendor consents to jurisdiction and venue in the State of Delaware.

In submitting a proposal, Vendors certify that they comply with all federal, state and local laws applicable to its activities and obligations including:

1. the laws of the State of Delaware;
2. the applicable portion of the Federal Civil Rights Act of 1964;
3. the Equal Employment Opportunity Act and the regulations issued there under by the federal government;
4. a condition that the proposal submitted was independently arrived at, without collusion, under penalty of perjury; and
5. that programs, services, and activities provided to the general public under resulting contract conform to the Americans with Disabilities Act of 1990, and the regulations issued there under by the federal government.

If any vendor fails to comply with (1) through (5) of this paragraph, the Delaware State University reserves the right to disregard the proposal, terminate the contract, or consider the vendor in default.

The selected vendor shall keep itself fully informed of and shall observe and comply with all applicable existing Federal and State laws, and County and local ordinances, regulations and codes, and those laws, ordinances, regulations, and codes adopted during its performance of the work.

u. Severability

If any term or provision of this Agreement is found by a court of competent jurisdiction to be invalid, illegal or otherwise unenforceable, the same shall not affect the other terms or provisions hereof or the whole of this Agreement, but such term or provision shall be deemed modified to the extent necessary in the court's opinion to render such term or provision enforceable, and the rights and obligations of the parties shall be construed and enforced accordingly, preserving to the fullest permissible extent the intent and agreements of the parties herein set forth.

v. Assignment of Antitrust Claims

As consideration for the award and execution of this contract by the University, the Vendor hereby grants, conveys, sells, assigns, and transfers to the Delaware State University all of its right, title and interest in and to all known or unknown causes of action it presently has or may now or hereafter acquire under the antitrust laws of the United States and the State of Delaware, regarding the specific goods or services purchased or acquired for the University pursuant to this contract. Upon either the University's or the Vendor notice of the filing of or reasonable likelihood

of filing of an action under the antitrust laws of the United States or the State of Delaware, the University and Vendor shall meet and confer about coordination of representation in such action.

w. Scope of Agreement

If the scope of any provision of the contract is determined to be too broad in any respect whatsoever to permit enforcement to its full extent, then such provision shall be enforced to the maximum extent permitted by law, and the parties hereto consent and agree that such scope may be judicially modified accordingly and that the whole of such provisions of the contract shall not thereby fail, but the scope of such provisions shall be curtailed only to the extent necessary to conform to the law.

x. Affirmation

The Vendor must affirm that within the past five (5) years the firm or any officer, controlling stockholder, partner, principal, or other person substantially involved in the contracting activities of the business is not currently suspended or debarred and is not a successor, subsidiary, or affiliate of a suspended or debarred business.

y. Audit Access to Records

The Vendor shall maintain books, records, documents, and other evidence pertaining to this Contract to the extent and in such detail as shall adequately reflect performance hereunder. The Vendor agrees to preserve and make available to the University, upon request, such records for a period of five (5) years from the date services were rendered by the Vendor. Records involving matters in litigation shall be retained for one (1) year following the termination of such litigation. The Vendor agrees to make such records available for inspection, audit, or reproduction to any official University representative in the performance of their duties under the Contract. Upon notice given to the Vendor, representatives of the University or other duly authorized State or Federal agency may inspect, monitor, and/or evaluate the cost and billing records or other material relative to this Contract. The cost of any Contract audit disallowances resulting from the examination of the Vendor's financial records will be borne by the Vendor. Reimbursement to the University for disallowances shall be drawn from the Vendor's own resources and not charged to Contract cost or cost pools indirectly charging Contract costs.

z. Other General Conditions

1. **Volumes and Quantities** – Activity volume estimates and other quantities have been reviewed for accuracy; however, they may be subject to change prior or subsequent to award of the contract.
2. **Prior Use** – The Delaware State University reserves the right to use equipment and material furnished under this proposal prior to final acceptance. Such use shall not constitute acceptance of the work or any part thereof by the Delaware State University.
3. **Status Reporting** – The selected vendor will be required to lead and/or participate in status meetings and submit status reports covering such items as progress of work being performed, milestones attained, resources, problems encountered, and corrective action taken, until final system acceptance.
4. **Regulations** – All equipment, software and services must meet all applicable local, State and Federal regulations in effect on the date of the contract.
5. **Assignment** – Any resulting contract shall not be assigned except by express prior written consent from the Delaware State University.
6. **Changes** – No alterations in any terms, conditions, delivery, price, quality, or specifications of items ordered will be effective without the written consent of the Delaware State University.
7. **W-9 Form** - The University requires completion of the State of [Delaware Substitute Form W-9 and](#)

[the University W-9 Form \(https://form.jotform.com/233514074128148 \)](https://form.jotform.com/233514074128148) to make payments to vendors. Successful completion of this form enables the creation of a University vendor record. The Taxpayer ID (SSN or EIN) and Applicant (vendor) name are submitted to the Internal Revenue Service for “matching.” If the Taxpayer ID and name do not match, the vendor record cannot be approved.

8. Before any invoice is submitted, the University also requires a new vendor to complete the registration process through the Delaware Supplier Portal at <http://esupplier.erp.delaware.gov>. Successful completion of this registration enables the creation of a State of Delaware supplier record. The Taxpayer ID (SSN or EIN) and Applicant (supplier) name are submitted to the Internal Revenue Service for “matching”. If the Taxpayer ID and name do not match, the vendor record cannot be approved.

It is the applicant’s responsibility to select the appropriate 1099 Withholding Type and Class. If incorporated, a business is not subject to 1099 reporting unless the business is providing legal or medical services.

Any questions about completing this registration or specific comments about the registration, please contact supplier maintenance by phone at 302-672-5000.

9. **Billing** - The successful bidder (s) is required to bill upon completion, delivery, and installation as specified. All invoices must be identified by the approved purchase order received and be forwarded to: Invoices@desu.edu
10. **Payment** - The University reserves the right to pay by Automated Clearing House (ACH), Purchase Card (P-Card), or check. The University will authorize and process for payment of each invoice within thirty (30) days after the date of receipt of a correct invoice. Vendors are invited to offer in their proposal value added discounts (i.e. speed to pay discounts for specific payment terms). Cash or separate discounts should be computed and incorporated as invoiced.
11. **Additional Terms and Conditions** – The Delaware State University reserves the right to add terms and conditions during the contract negotiations.

E. RFP Miscellaneous Information

1. No Press Releases or Public Disclosure

The Delaware State University reserves the right to pre-approve any news or broadcast advertising releases concerning this solicitation, the resulting contract, the work performed, or any reference to the Delaware State University with regard to any project or contract performance. Any such news or advertising releases pertaining to this solicitation or resulting contract shall require the prior express written permission of the Delaware State University.

2. Definitions of Requirements

To prevent any confusion about identifying requirements in this RFP, the following definition is offered: The words *shall*, *will* and/or *must* are used to designate a mandatory requirement. Vendors must respond to all mandatory requirements presented in the RFP. Failure to respond to a mandatory requirement may cause the disqualification of your proposal.

3. Production Environment Requirements

The Delaware State University requires that all hardware, system software products, and application software products included in proposals be currently in use in a production environment by at least three other customers, have been in use for at least six months, and have been generally available from the manufacturers for a period of six months. Unreleased or beta test hardware, system software, or application software will not be acceptable.

AWARD AND EXECUTION OF CONTRACT

1. CONSIDERATION OF PROPOSALS

The right is reserved to waive technicalities, to reject any or all bids, or any portion thereof, to seek new proposals, to proceed to do the work otherwise, or to abandon the work, if in the judgment of the University or its agent, the best interest of the University will be promoted thereby.

2. MATERIAL GUARANTY

Before any contract is awarded, the successful Vendor may be required to furnish a complete statement of the origin, composition and manufacture of any or all of the material to be used in the contract together with such samples as may be requested for the purpose of testing.

3. AWARD OF CONTRACT

Within ninety (90) days from the date of opening proposals, the contract may be awarded or the proposals rejected.

4. EXECUTION OF CONTRACT

The Vendor (s) to whom the award is made shall execute a formal contract within twenty (20) days after date of official notice of the award of the contract.

5. WARRANTY

The successful Vendor(s) shall be required to extend any policy guarantee usually offered to the general public, FEDERAL, STATE, COUNTY, or MUNICIPAL governments, on material in this contract against defective material, workmanship, and performance.

6. THE CONTRACT(S)

The contract(s) with the successful Vendor(s) will be executed with the University acting for all participating governmental entities.

7. INFORMATION REQUIREMENT

The successful vendor's shall be required to advise and provide University of the gross costs associated with this contract.

VII. PRE-BID MEETING

No Pre-Bid Meeting will be held for this Request for Proposals

VII. PROPOSAL REPLY SECTION

Please fill out the attached forms fully and completely and return it with your proposal.

PROPOSAL OPENINGS

There will be no public opening of proposals.

Response/ Bid Submission Form:

Delaware State University
RFP for Customer Relationship Management (CRM) System
Contract Number DSU260612-CRMSYSTEMS

By signing this statement, you certify the information provided is accurate and that you are authorized to sign on behalf of the responder. If the contract is awarded, vendor agrees to the terms and conditions of the State of Delaware's standard contract posted at <https://mymarketplace.delaware.gov/agencies/agency-forms.shtml> under [Agency/Vendor Contract](#) and under [Professional Services Agreement](#). The University reserves the right to deny any and all exceptions taken to the RFP requirements. It's further understood that in case of any conflict or inconsistency between the provisions of the contract documents shall be resolved by giving precedence to such documents in the following order: (a) the signed Contract/ Agreement (including any amendments or modifications thereto); (b) the RFP itself; and (c) Vendor's response to the RFP.

Vendor/ Business Name

Authorized Signature/ Date

Address

Printed Name of Authorized Signatory

City, State

Zip Code

Cell Phone Numbers

Other Telephone Numbers

E-Mail Address (print clearly)

Fax Number

Additional E-Mail Address (print clearly)

Federal EI Number

Web Address

CONTRACT NO. DSU260612-CRMSYSTEMS**CONTRACT TITLE: Customer Relationship Management (CRM) System****NON-COLLUSION
STATEMENT**

This is to certify that the undersigned Vendor has neither directly nor indirectly, entered into any agreement, participated in any collusion or otherwise taken any action in restraint of free competitive bidding in connection with this proposal, **and further certifies that it is not a sub-contractor to another Vendor who also submitted a proposal as a primary Vendor in response to this solicitation** submitted this date to Delaware State University.

Note: Signature of the authorized representative **MUST** be of an individual who legally may enter his/her organization into a formal contract with Delaware State University. Please print everything listed below.

COMPANY NAME _____ Please circle one: Corporation, Partnership, Individual

NAME OF AUTHORIZED REPRESENTATIVE _____ TITLE _____

SIGNATURE _____ DATE _____

COMPANY ADDRESS _____

PHONE # _____ FAX # _____ E-MAIL _____

FEDERAL EI # _____ STATE OF DELAWARE BUSINESS LICENSE # _____

COMPANY CLASSIFICATION: _____ CERTIFICATE NO. _____

CERTIFICATION TYPE (S). Please circle all (Yes or No) that applies.

Minority Business Enterprise (MBE)	Yes	No
Woman Business Enterprise (WBE)	Yes	No
Disadvantaged Business Enterprise (DBA)	Yes	No
Veteran Owned Business Enterprise (VOBE)	Yes	No
Service Disabled Veteran Owned Business Enterprise (SDVOBE)	Yes	No

(Information provided through above table is for informational and statistical use only)

PURCHASE ORDER SHOULD BE SENT TO:

Company Name and Address _____

Contact Name _____ Phone _____ Fax _____ E-mail _____

AFFIRMATION: Within the past five years, has your firm, any affiliate, any predecessor company or entity, owner, director, officer, partner or proprietor been the subject of a Federal, State, Local government suspension or debarment? Yes _____ or No _____

If yes, please explain _____

THIS PAGE SHALL HAVE ORIGINAL SIGNATURE, BE NOTARIZED, AND RETURNED WITH YOUR PROPOSAL

SWORN TO AND SUBSCRIBED BEFORE ME this _____ day of _____, 20 _____

Notary Public _____ My commission expires _____

City of _____ County of _____ State of _____

CONTRACT TITLE: Customer Relationship Management (CRM) System

Proposals must include all exceptions to the specifications, terms or conditions contained in this RFP. If the vendor is submitting the proposal without exceptions, please state so below.

[illegible]

Note: Vendor may use additional pages as necessary, but the format shall be the same as provided above.

CONTRACT NO. DSU260612-CRMSYSTEMS
CONTRACT TITLE: Customer Relationship Management (CRM) System

CONFIDENTIAL INFORMATION FORM

☐ By checking this box, the Vendor acknowledges that they are not providing any information they declare to be confidential or proprietary for the purpose of production under 29 *Del. C. Ch.* 100, Delaware Freedom of Information Act.

Confidentiality and Proprietary Information

Note: Vendor may use additional pages as necessary, but the format shall be the same as provided above.

CONTRACT NO. DSU260612-CRMSYSTEMS**CONTRACT TITLE:** Customer Relationship Management (CRM) System**BUSINESS REFERENCES**

List a minimum of three business references, including the following information:

- Business Name and Mailing address
- Contact Name and phone number
- Number of years doing business with
- Type of work performed

Please do not list any State Employee as a business reference. If you have held a State contract within the last 5 years, please provide a separate list the contract(s).

Reference One

Contact Name	
Contact Title	
Business Name	
Address	
Email	
Phone	
Current Vendor?	
Work Performed	

Reference Two

Contact Name	
Contact Title	
Business Name	
Address	
Email	
Phone	
Current Vendor?	
Work Performed	

Reference Three

Contact Name	
Contact Title	
Business Name	
Address	
Email	
Phone	
Current Vendor?	
Work Performed	

DELAWARE STATE UNIVERSITY/ STATE OF DELAWARE PERSONNEL MAY NOT BE USED AS REFERENCES.

CONTRACT NO. DSU260612-CRMSYSTEMS**CONTRACT TITLE: Customer Relationship Management (CRM) System****SUBCONTRACTOR INFORMATION FORM**

Are you proposing the use of any subcontractors in the fulfillment of the requirements as outlined in the solicitation?

If yes, complete this form.

Responding Vendor Information

Company Name	
DBA (if applicable)	
Company Address	

Subcontractor Information

Company Name	
DBA (if applicable)	
Company Address	

Diverse Vendor Self-Identification	
State Certified	
Federal Certified	

If yes, which State(s):

Description of Work by Subcontractor

Once completed, this form must be signed by both vendors.

Proposing Vendor

Authorized Signature:	
Name:	
Title:	
Date:	

Subcontractor

Authorized Signature:	
Name:	
Title:	
Date:	

Use a separate form for each subcontractor

CONTRACT NO. DSU260612-CRMSYSTEMS

CONTRACT TITLE: Customer Relationship Management (CRM) System

Please clarify in detail all costs/fees that will be charged to the University for your product/ services to perform all the scope of work. The Vendor shall provide below a complete and detailed disclosure of all costs and fees to be charged to the University in connection with the delivery of its products and services necessary to perform the full scope of work and its extensions, if any. Such disclosure must expressly include, without limitation, all direct and indirect charges, taxes, duties, surcharges, licensing, subscriptions, warranties, maintenance, support, training, consumables, compliance obligations, and any other foreseeable or incidental expenses. Any cost, fee, or charge not explicitly itemized and included in grand total below shall be deemed unauthorized, and the Vendor shall have no right to invoice, recover, or otherwise seek payment from the University for any additional, hidden, or unforeseen amounts, regardless of size, percentage, or circumstance.

Pricing should be displayed as under:

Pricing Sheet – Multi-Year (3-Year Base + 2 Optional Extensions)

1. Software Licensing & Subscription

Cost Category	Year 1	Year 2	Year 3	Option Year 4	Option Year 5
CRM Platform License	\$	\$	\$	\$	\$
User Licenses	\$	\$	\$	\$	\$
Omnichannel Communications (Email/SMS)	\$	\$	\$	\$	\$
Reporting & Analytics	\$	\$	\$	\$	\$
Hosting / Storage	\$	\$	\$	\$	\$
Software Subtotal	\$	\$	\$	\$	\$

2. Implementation & Configuration (Year 1 Only)

Cost Category	Year 1	Year 2	Year 3	Option Year 4	Option Year 5
Project Management	\$	—	—	—	—
CRM Configuration	\$	—	—	—	—
SIS Integration	\$	—	—	—	—
LMS Integration	\$	—	—	—	—
Data Migration	\$	—	—	—	—
UAT & Go-Live Support	\$	—	—	—	—
Implementation Subtotal	\$	—	—	—	—

3. Training & Change Management

Cost Category	Year 1	Year 2	Year 3	Option Year 4	Option Year 5
User Training	\$	\$	\$	\$	\$
Admin Training	\$	\$	\$	\$	\$
Training Materials	\$	—	—	—	—
Stabilization Support	\$	—	—	—	—
Training Subtotal	\$	\$	\$	\$	\$

4. Support & Maintenance

Cost Category	Year 1	Year 2	Year 3	Option Year 4	Option Year 5
Technical Support	\$	\$	\$	\$	\$
System Maintenance & Updates	\$	\$	\$	\$	\$
SLA / Uptime Guarantees	\$	\$	\$	\$	\$
Support Subtotal	\$	\$	\$	\$	\$

5. Optional / Value-Added Services

Cost Category	Year 1	Year 2	Year 3	Option Year 4	Option Year 5
Advanced Analytics	\$	\$	\$	\$	\$
AI Engagement Tools	\$	\$	\$	\$	\$
Additional Integrations	\$	\$	\$	\$	\$
Custom Enhancements	\$	\$	\$	\$	\$
Optional Subtotal	\$	\$	\$	\$	\$

Total Contract Cost Summary

Cost Category	Year 1	Year 2	Year 3	Option Year 4	Option Year 5
Software Licensing	\$	\$	\$	\$	\$
Implementation	\$	—	—	—	—
Training	\$	\$	\$	\$	\$
Support & Maintenance	\$	\$	\$	\$	\$
Optional Services	\$	\$	\$	\$	\$
Total Per Year	\$	\$	\$	\$	\$

Grand Totals	
Description	Total
Total Contract Cost (Years 1–3)	\$ _____
Total Optional Extension Cost (Years 4–5)	\$ _____
Total Potential 5-Year Contract Value	\$ _____

NAME OF FIRM: _____

SIGNATURE (of authorized member of the firm): _____

PRINTED NAME: _____

DATE: _____

CONTRACT NO. DSU260612-CRMSYSTEMS
CONTRACT TITLE: Customer Relationship Management (CRM) System

SECTION A — FINANCIAL RESPONSIBILITY QUESTIONNAIRE.

(To be completed and signed by the Offeror/ Bidder)

Section 1 — Offeror Information

Legal Name of Offeror: _____

DBA (if applicable): _____

Address: _____

Primary Contact Person:

Name: _____

Title: _____

Phone: _____

Email: _____

Type of Entity:

☐ Corporation ☐ LLC ☐ Partnership ☐ Sole Proprietorship ☐ Nonprofit

☐ Governmental Unit ☐ Joint Venture ☐ Other: _____

State of Incorporation/Formation: _____

Federal Employer Identification Number (FEIN): _____

UEI (SAM.gov Unique Entity Identifier), if any: _____

Year Established: _____

Is the Offeror registered in SAM.gov?

☐ Yes ☐ No If yes, expiration date: _____

Section 2 — Financial Statements & Condition

- Please provide your organizations specific weblink from where University can pull following or attach electronic copies. Make sure the maximum allowable size of your response does not exceed.

Financial Statements Provided (check all that apply):

☐ Audited financial statements (most recent fiscal year). Web/ hyperlink:

☐ Reviewed or compiled financial statements. Web/ hyperlink:

☐ Internal financial statements. Web/ hyperlink: _____

☐ IRS Form 990 (nonprofits). Web/ hyperlink: _____

☐ Parent company guarantee or consolidated statements. Web/ hyperlink:

☐ Other: _____

Web/ hyperlink: _____

Fiscal Year End Date: _____

Material changes in financial condition within the past 24 months?

☐ Yes ☐ No

If yes, describe:

Current Credit Rating (if applicable):

Agency: _____

Rating: _____

Banking Reference:

Institution: _____

Contact Name: _____

Phone/Email: _____

Section 3 — Financial Capacity Indicators

Annual Revenue (most recent fiscal year):

\$ _____

Gross Profit Margin (%):

(Gross profit ÷ revenue — indicates basic profitability)

Net Profit Margin (%):

(Net income ÷ revenue — shows overall financial health)

Current Ratio (current assets ÷ current liabilities):

(Measures short-term liquidity)

Quick Ratio (quick assets ÷ current liabilities):

(Stricter liquidity test excluding inventory)

Debt-to-Equity Ratio:

(Total liabilities ÷ shareholder equity — indicates leverage and long-term solvency)

Total Debt: \$ _____

Cash on Hand / Cash Reserves: \$ _____

Lines of Credit Available: \$ _____

Institution(s) Names: _____

Bank Reference(s):

Audited Financial Statements Provided:

☐ Yes ☐ No If yes, specify years: _____

Has the Offeror ever defaulted on a contract or failed to meet financial obligations?

☐ Yes ☐ No If yes, explain:

Section 4 — Legal, Regulatory & Financial Proceedings

Has the Offeror filed for bankruptcy, receivership, or insolvency within the past 10 years?

☐ Yes ☐ No

If yes, provide details:

Is the Offeror currently involved in litigation, arbitration, or administrative proceedings that could materially affect financial stability or performance?

☐ Yes ☐ No

If yes, describe:

Has any surety ever declined to issue a bond or canceled a bond for the Offeror?

☐ Yes ☐ No

If yes, explain:

Is the Offeror subject to any federal or state debarment, suspension, or exclusion?

☐ Yes ☐ No

If yes, provide details and reinstatement documentation:

Section 5 — Additional Information

Provide any additional information relevant to the University's assessment of financial responsibility:

Section B: Financial Stability and Responsibility

1. Financial Information Requirement

The University requires all Offerors to demonstrate adequate financial capacity to perform the obligations of any resulting contract. At a minimum, Offerors must provide web link/ electronic copies of:

- Audited financial statements web link from where University can get the most recent fiscal year.
 - If audited statements are unavailable, reviewed or compiled statements may be accepted at the University's discretion.
- A statement describing any material changes in financial condition since the date of the most recent financial statements.
- Bank references or credit references.
- Disclosure of any bankruptcy filings, insolvency proceedings, or material litigation that could affect the Offeror's ability to perform under the contract.
- Disclosure of any federal or state debarment, suspension, or exclusion.
- UEI (Unique Entity Identifier) and <https://sam.gov/> status for federally funded procurements.

For procurements funded in whole or in part with federal funds, Offerors must comply with 2 CFR 200.206, 2 CFR

200.331, and all applicable Uniform Guidance requirements related to risk assessment and financial responsibility.

2. Confidentiality of Financial Information

Financial information submitted in response to this RFP will be treated as confidential to the extent permitted by applicable law, including the Delaware Freedom of Information Act (29 Del. C. §10001 et seq.).

Offerors are responsible for clearly marking any pages they consider confidential or proprietary. The University does not guarantee confidentiality but will make reasonable efforts to protect such information in accordance with Delaware law.

3. University's Right to Verify and Investigate

The University reserves the right to:

- Verify any information provided by the Offeror
- Request additional financial documentation
- Conduct independent credit or financial checks
- Evaluate parent or affiliate financial support
- Require a performance bond, payment bond, or letter of credit
- Reject any proposal if, in the University's sole judgment, the Offeror fails to demonstrate adequate financial stability or responsibility

The University may also consider:

- Past performance on University or public contracts

- Financial capacity relative to the size and scope of the proposed contract
- Risk factors identified through federal or state responsibility determinations

4. Condition of Award

Failure to provide requested financial information, or providing information that demonstrates insufficient financial capacity, may result in disqualification.

The University's determination of an Offeror's financial responsibility shall be final.

SECTION C — FINANCIAL HEALTH DISCLOSURE & ATTESTATION

(To be signed by an authorized representative)

The undersigned, being duly authorized to act on behalf of the Offeror identified below, hereby certifies, represents, and warrants as follows:

1. The financial information and disclosures submitted with this Proposal are true, complete, and accurate to the best of the Offeror's knowledge and belief.
2. The Offeror has not knowingly withheld any information that would materially affect the University's evaluation of its financial stability or ability to perform the obligations of any resulting contract.
3. The Offeror acknowledges that the University may verify any information provided and may request additional documentation as necessary.
4. The Offeror understands that any material misrepresentation or omission may result in disqualification or termination of any resulting contract.
5. The Offeror certifies that it is not presently debarred, suspended, or otherwise excluded from participation in federal or state programs.

Offeror/ Bidder Name: _____

Authorized Representative: _____

Title: _____

Signature: _____

Date: _____

CONTRACT NO. DSU260612-CRMSYSTEMS

CONTRACT TITLE: Customer Relationship Management (CRM) System

SCOPE OF WORK

Delaware State University is soliciting proposals for Customer Relationship Management (CRM) System. Please review the scope of work.

SECTION 1. INTRODUCTION AND BACKGROUND

Delaware State University seeks a comprehensive, scalable enterprise Customer Relationship Management (CRM) system solution to support admissions, recruitment, enrollment management, and student-facing customer service operations. The selected solution shall enhance the University's ability to manage the full student lifecycle—from prospect inquiry through enrollment—while supporting institutional goals related to service excellence, enrollment growth, operational efficiency, and accountable decision-making.

This procurement supports the University's Strategic Enrollment Management (SEM) priorities and enterprise technology modernization goals.

SECTION 2. PROJECT OBJECTIVES

The objectives of this RFP are to procure a CRM solution that will:

1. Improve the quality, consistency, and responsiveness of student-facing engagement.
2. Increase application completion, admit-to-enroll yield, and total enrollment volume.
3. Provide a centralized system for managing prospects, applicants, and admitted students.
4. Enable data-driven enrollment funnel analysis and decision-making.
5. Integrate seamlessly with core University systems.
6. Support regulatory compliance, data security, and accessibility standards.
7. Provide a configurable platform capable of evolving with institutional needs.

SECTION 3. SCOPE OF WORK

The Contractor shall provide all labor, software, implementation services, training, and support required to deliver a fully functional enterprise CRM system as described below.

- Enable automated routing of applications, task assignment, and system-generated notifications to streamline admissions workflows.

- Provide configurable workflow capabilities that can be modified to align with evolving enrollment strategies and institutional priorities.

3.1 CRM Functional Requirements

The proposed CRM solution must support end-to-end lifecycle management for multiple student populations, including undergraduate, graduate, transfer, online, international, adult, and dual enrollment students.

The system must be configurable through administrative tools and should not require custom source-code development for standard workflow changes.

3.2 Admissions and Recruitment Management

The CRM system shall provide, at minimum:

- Centralized management of prospects, inquiries, applicants, and admitted students.
- Lead capture from multiple sources, including web forms, events, and external data feeds.
- Application workflow management, including initiation, completion tracking, and checklist monitoring.
- Automated notifications and status communications.
- Admissions counselor assignment, caseload tracking, and activity logging.
- Support for population-specific and term-based recruitment cycles.

3.3 Enrollment Funnel and Yield Management

The solution must support enrollment planning and performance monitoring by providing:

- Configurable enrollment funnels by student type and academic program.
- Behavioral triggers and automated outreach workflows.
- Dashboards displaying funnel conversion metrics.
- Tools to identify and mitigate enrollment melt.
- Real-time visibility into enrollment volume and pipeline progression.

3.4 Student Service and Case Management

The CRM must include or support:

- Centralized inquiry and case management for admissions and enrollment services.
- Tracking response times, service resolution, and escalation rules.
- Visibility across functional areas to reduce duplicated outreach.
- Support for self-service and knowledge base integration, where applicable.

SECTION 4. SYSTEM INTEGRATION REQUIREMENTS

4.1 Student Information System (SIS) Integration

The Contractor shall provide bi-directional integration with the University's Student Information System (SIS), enabling:

- Synchronization of student biographic, academic, and enrollment data.
- Exchange of admissions decisions, program data, and term information.
- Real-time or near real-time data transfer using secure methods.
- Compliance with FERPA and institutional data governance policies.

4.2 Learning Management System (LMS) Integration

The CRM shall integrate with the University's Learning Management System (LMS) to support:

- Pre-matriculation engagement activities such as orientation or onboarding modules.
- Triggered communications based on LMS engagement indicators.
- Early alerts related to engagement during onboarding.

4.3 Reporting and Analytics

The solution must support:

- Configurable dashboards for executive, operational, and analytic users.
- Export or integration with institutional reporting and business intelligence tools.
- Support for enrollment, compliance, and audit reporting needs.

SECTION 5. OMNICHANNEL COMMUNICATION REQUIREMENTS

The CRM system must support or integrate with omnichannel communications, including:

- Email campaigns and automated messaging.
- SMS/text messaging compliant with applicable regulations.
- Call activity logging and communications tracking.
- Event marketing and attendance tracking.
- Coordinated communications across channels to ensure a consistent institutional voice.

SECTION 6. WORKFLOW AUTOMATION AND CONFIGURATION

The proposed solution must allow authorized University users to:

- Configure workflows, alerts, and business rules without vendor intervention.

- Automate application routing, follow-up tasks, and notifications.
- Adjust workflows to reflect evolving enrollment strategies.

SECTION 7. SECURITY, COMPLIANCE, AND ACCESSIBILITY

The Contractor must demonstrate compliance with:

- FERPA and applicable state and federal data protection laws.
- Role-based access control and audit logging.
- Data encryption at rest and in transit.
- Accessibility standards at or above WCAG 2.1 AA.
- Public-sector cybersecurity and risk management requirements.

SECTION 8. IMPLEMENTATION AND PROJECT MANAGEMENT

8.1 Implementation Services

The Contractor shall provide:

- Project management and implementation planning.
- Requirements validation and configuration.
- System integration, testing, and deployment.
- Data migration support, where applicable.
- User Acceptance Testing (UAT) support.

8.2 Training and Change Management

The Contractor shall provide:

- Role-based training for functional users and administrators.
- Training materials, documentation, and user guides.
- Knowledge transfer to designated University staff.
- Post-implementation stabilization support.

SECTION 9. DELIVERABLES

Deliverables shall include, at a minimum:

- Configured enterprise CRM environment.
- Documented SIS and LMS integrations.
- Enrollment dashboards and reports.
- Training materials and system documentation.

- Support and maintenance documentation.

SECTION 10. SUPPORT AND MAINTENANCE

Proposals must address:

- Ongoing technical support offerings.
- System availability and uptime commitments.
- Product update and enhancement cadence.
- Issue escalation procedures.

SECTION 11. PERFORMANCE MEASURES

Proposals should demonstrate how the solution enables the University to evaluate:

- Inquiry-to-application and application completion rates.
- Enrollment Yield & Operational Efficiency Admit-to-enroll yield.
- System Integration & Data Management Response times for student inquiries.
- Enrollment funnel progression and volume.
- Marketing, Event & Multi-Channel Engagement Tracking Staff efficiency and workflow effectiveness.
- Implementation, Adoption, and Continuous Improvement

Appendix B

CONTRACT NO. DSU260612-CRMSYSTEMS

CONTRACT TITLE: Customer Relationship Management (CRM) System

Cyber Responsibilities, Liability and Insurance

A. Vendor Protection of Customer Data

1. The awarded vendor shall, at a minimum, comply with all Delaware Department of Technology and Information (DTI) security standards identified in this Request for Proposals and any resultant contract(s).

B. Definitions

Data Breach

1. In general the term “data breach” means a compromise of the security, confidentiality, or integrity of, or the loss of, computerized data for the University/ State of Delaware that results in, or there is a reasonable basis to conclude has resulted in :
 1. 1 The unauthorized acquisition of personally identifiable information (PII); or
 1. 2 Access to PII that is for an unauthorized purpose, or in excess of authorization,
2. Exclusion
 - 2.1 The term “data breach” does not include any investigative, protective, or intelligence activity of a law enforcement agency of the United States, a State, or a political subdivision of a State, or of an intelligence agency of the United States.

Personally Identifiable Information (PII)

1. Information or data, alone or in combination that identifies or authenticates a particular individual.
 1. 1 Such information or data may include, without limitation, Name, Date of birth, Full address (e.g. house number, city, state, and/or zip code), Phone Number, Passwords, PINs, Federal or state tax information, Biometric data, Unique identification numbers (e.g. driver's license number, social security number, credit or debit account numbers, medical records numbers),

Criminal history, Citizenship status, Medical information, Financial Information, Usernames, Answers to security questions or other personal identifiers.

2. Information or data that meets the definition ascribed to the term "Personal Information" under §6809(4) of the Gramm-Leach-Bliley Act or other applicable law of the State of Delaware.

Customer Data

1. All data including all text, sound, software, or image files provided to Vendor by, or on behalf of, Delaware which is occasioned by or arises out of the operations, obligations, and responsibilities set forth in this contract.

Security Incident

1. Any unauthorized access to any Customer Data maintained, stored, or transmitted by Delaware or a third party on behalf of Delaware.

C. Responsibilities of Vendor in the Event of a Data Breach

1. Vendor shall notify State of Delaware, Department of Technology and Information (DTI) and Government Support Services (including UNIVERSITY) without unreasonable delay when the vendor confirms a data breach. Such notification is to include the nature of the breach, the number of records potentially affected, and the specific data potentially affected.

1. 1 Should the University/ State of Delaware or the awarded vendor determine that a data breach has actually occurred; the awarded vendor will immediately take all reasonable and necessary means to mitigate any injury or damage which may arise out of the data breach and shall implement corrective action as determined appropriate by VENDOR, DTI, and UNIVERSITY.

1. 2 Should any corrective action resultant from Section B.1.1. above include restricted, altered, or severed access to electronic data; final approval of the corrective action shall reside with DTI.

1. 3 In the event of an emergency the awarded vendor may take reasonable corrective action to address the emergency. In such instances the corrective action will not be considered final until approved by DTI.

1. 4 For any record confirmed to have been breached whether such breach was discovered by the awarded vendor, the State, or any other entity and notwithstanding the definition of personally identifiable information as set forth at 6 *Del. C.* § 12B-101 the awarded vendor shall:

1.4.1. Notify in a form acceptable to the State, any affected individual as may be required by 6 *Del. C.* § 12B-101 of the Delaware Code.

- 1.4.2. Provide a preliminary written report detailing the nature, extent, and root cause of any such data breach no later than two (2) business days following notice of such a breach.
- 1.4.3. Meet and confer with representatives of DTI and UNIVERSITY regarding required remedial action in relation to any such data breach without unreasonable delay.
- 1.4.4. Bear all costs associated with the investigation, response and recovery from the breach, such as 3-year credit monitoring services, mailing costs, website, and toll free telephone call center services.

D. No Limitation of Liability for Certain Data Breaches

1. Covered Data Loss

- 1. 1 The loss of Customer Data that is not (1) Attributable to the instructions, acts or omissions of Delaware or its users or (2) Within the published recovery point objective for the Services

2. Covered Disclosure

- 2.1 The disclosure of Customer Data as a result of a successful Security Incident.

- 3. Notwithstanding any other provision of this contract, there shall be no monetary limitation of vendor's liability for the vendor's breach of its obligations under this contract which proximately causes a (1) Covered Data Loss or (2) Covered Disclosure, where such Covered Data Loss or Covered Disclosure results in any unauthorized public dissemination of PII.

E. Cyber Liability Insurance

- 1. An awarded vendor unable to meet the DTI Cloud and Offsite Hosting Policy requirement of encrypting PII at rest shall, **prior to execution of a contract**, present a valid certificate of cyber liability insurance at the levels indicated below. Further, the awarded vendor shall ensure the insurance remains valid for the entire term of the contract, inclusive of any term extension(s).
- 2. Levels of cyber liability insurance required are based on the number of PII records anticipated to be housed within the solution at any given point in the term of the contract. The level applicable to this contract must comply with the Laws of the State of Delaware, Federal Government. Should the actual number of PII records exceed the anticipated number, it is the vendor's responsibility to ensure that sufficient coverage is obtained. In the event that vendor fails to obtain sufficient coverage, vendor shall be liable to cover damages up to the required coverage amount of State of Delaware and Federal Laws.

F. Compliance

1. The awarded vendor(s) is required to comply with applicable security-related Federal, State, and Local laws.

G. Media Notice

1. No media notice may be issued without the approval of the University/ State.

H. Points of Contact – Data Breach

1. Delaware State University

Delaware State University
Attention Mr. Stannis M. Smith - smsmith@desu.edu
Vice President of Legal Affairs & General Counsel
Dr. Claiborne D. Smith Administration Building
1200 North DuPont Highway, Dover, DE 19901-2277

2. State of Delaware

Department of Technology and Information
Asshish Patel, Chief Security Officer
Aashish.Patel@delaware.gov ; 302.739.9631