



**REQUEST FOR PROPOSAL (RFP) INVITATION:
Strategic Plan Development**

RFP# 2019-20 003

Trenholm State Community College (Trenholm State) seeks proposals from higher education consultants experienced in developing strategic plans that lead to increase enrollment, improved academic success, student retention and success, and overall brand development. Sealed proposals will be received until **2:00 p.m., September 9, 2020, at 1225 Air Base Blvd., Montgomery, AL 36108.**

INSTRUCTIONS FOR VENDOR:

Trenholm State Community College reserves the right to reject any and/or all proposals, to waive all formalities in proposals, to be the sole judge of quality and equality of any proposals, and to award the contract to the most desirable vendor.

Envelopes containing proposals must be sealed and marked in the outside lower left-hand corner:

**Trenholm State Community College
Strategic Plan Development | RFP 2019-20 003
September 9, 2020 | 2:00 p.m.**

All prices submitted on the proposal are to be comprehensive.

The contract for purchase will be put into effect using a purchase order executed after tabulations are compiled and the contract is awarded by the Trenholm State Community College Administration.

Any questions regarding the proposal process or specifications should be directed to:

**Anita L. Archie, Interim President
Trenholm State Community College
Post Office Box 10048
1225 Air Base Blvd.
Montgomery, AL 36108
(334) 420-4216
aarchie@trenholmstate.edu**

All signed and notarized certificates and completed and signed forms and statements should be returned with proposal. Alabama Law (Act 2001-955) requires us to have on file a Disclosure Statement from vendors for bids and contracts in excess of \$5,000 during a year.

Proposal Specifications

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I. PURPOSE

Trenholm State Community College (Trenholm State) seeks proposals from experienced higher education consultants to develop strategic plans that lead to increased enrollment, improved academic success, student retention and success, and overall brand development. Trenholm State desires to issue a contract to a qualified vendor to provide these services for the College.

II. BACKGROUND

H. Council Trenholm State Community College is an associate degree-granting institution with the mission to provide accessible educational opportunities, including credit and non-credit courses and certificates, for career preparation, advancement, and life-long learning as well as to promote economic growth and enhance the quality of life for residents of Central Alabama.

- A. The College is a public two-year community college located near the center of the State of Alabama. The service area includes the area of Macon County, west of a line drawn north to south through the city of Franklin; Elmore County, excluding correction education and the Central Alabama Community College site in Tallassee; Montgomery County; the area of Bullock County, west of a line drawn north to south through the city of Union Springs; Lowndes County and Autauga County, in cooperation with Wallace Community College-Selma. The area consists of urban, suburban, and rural populations.
- B. Enrollment for 2019-2020 was: Fall 2,042; Spring 1,921; Summer 955.

III. General Information and Requirements

A. Equal Opportunity Statement

The successful Contractor must pledge to comply with Equal Opportunity Laws. It is the official policy of the Alabama Department of Postsecondary Education including all postsecondary institutions under the control of the Alabama State Board of Education, that no person in Alabama shall, on the grounds of race, color, disability sex, religion, creed, national origin, or age, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program activity or employment.

B. Laws and Regulations

The Contractor shall comply with all laws, ordinances, and regulations of any applicable federal, state, county, or city government, bureau, or department applicable to the performance of the services described herein. The College agrees to provide all cooperation reasonably necessary for such compliance. In addition, the Contractor shall also comply with all College policies and regulations as may currently and/or in the future pertain to service under the Contract. These laws, ordinances, regulations, and policies shall apply to the Contract throughout, and they will be deemed to be included in the Contract the same as though written out in full.

C. Proposal Preparation and Submission

1. Proposals may be withdrawn or amended at any time prior to the closing date and time.

2. Proposals shall be signed by an authorized representative of the Contractor. All information requested should be submitted. Failure to submit all information requested may result in the College requiring prompt submission of missing information and/or giving a lowered evaluation of the proposal. Proposals which are substantially incomplete or lack key information may be rejected by the College. Mandatory requirements are those required by law or regulation or are such that they cannot be waived and are not subject to negotiation.
3. Five copies of the proposal should be bound and submitted to Trenholm State.
4. Ownership of all data, materials, and documentation originated and prepared for the College pursuant to the RFP shall belong exclusively to the College and be subject to public inspection in accordance with the Alabama Freedom of Information Act. Trade secrets or proprietary information submitted by the Contractor shall not be subject to public disclosure under the Alabama Freedom of Information Act. Any confidential or proprietary data must be clearly marked.

D. Award

1. In accordance with Act No. 2001-637, when state funds are used to fund a contract, preference must be given to resident contractors. Resident contractors must be granted preference to nonresidents in awarding contracts in the same manner as the states of nonresident contractors.
2. In awarding the contract, the College will consider a number of factors in combination with evaluating the proposals submitted. These factors will include but not be limited to the following which are not listed in order of importance:
 - a. Contractor's record of performance and service in higher education
 - b. Customer relations in existing Contractor operated strategic planning services
 - c. Personnel credentials
 - d. Contractor's ability to render satisfactory service
 - e. Review of any recommendations with respect to Contractor's operations at other similar universities and colleges,
 - f. Extent of Contractor's size, credit standing, financial record, stability, and management.
3. Additional information may be requested while proposals are under consideration.
4. The successful Contractor will be notified of the award in writing.
5. Trenholm State Community College is a State sponsored educational non-profit organization and as such is tax-exempt. Proposal prices are not to include tax. Tax exemption certificates are furnished upon request.
6. This proposal is to be made without connection with any other person, company, or parties making a bid or proposal and is to be in all respects fair and in good faith, without collusion or fraud.
7. Contractor must submit a completed and signed Disclosure Statement and W-9 Form, included in the packet.
8. All State of Alabama business entities must submit their E-verify MOU and Certification Statement prior to award.

9. This request for proposals implies no obligation on the part of Trenholm State Community College. The College reserves the right to accept the proposal that it believes most nearly meets the requirements, based on “best value” and not necessarily, the lowest price offered.

IV. Scope of Work

1. Statement of Intent and Purpose

- a. H. Council Trenholm State Community College (Trenholm State) desires to engage vendors in support of achieving specific strategic goals, which include supporting student learning and success, ensuring affordability, accessibility and diversity, and promoting institutional effectiveness.
- b. Trenholm State is comprised of one Main Campus – Trenholm Campus (includes Library Tower and JDEC) and eight instructional sites:
 - Instructional Site – Patterson Campus
 - Instructional Site – Downtown Site (Culinary Arts)
 - Instructional Site – Truck Driving Training Center (non-credit)
 - Instructional Site (Dual Enrollment Only) – Bullock County High School
 - Instructional Site (Dual Enrollment Only) – Booker T. Washington High School (Macon Co)
 - Instructional Site (Dual Enrollment Only) – Macon County Career & Technical Center
 - Instructional Site (Dual Enrollment Only) – Montgomery Preparatory Academy for Career Technologies (MPACT)
 - Instructional Site (Dual Enrollment Only) – Autauga County Career Technology Center
- c. Enrollment for 2019-2020 was: Fall 2,042; Spring 1,921; Summer 955.

2. Scope of Work/Specification:

Trenholm State Community College is experiencing multiple changes including new leadership in executive, instruction and student services; shifts in demographics of our student population (underrepresented students who require distinct support services to attract them to campus and keep them enrolled through graduation) and overall economic viability of business and industry in our community.

In order to address this shift, Trenholm State Community College seeks data driven analysis and plan to address, enrollment management, academic development and the overall student experience. Our student population is more adult and non-traditional learners which require flexible education models, guided pathways, and online education that supports enrollment and retention strategies that are necessary to ensure student success. The average age of our students is 24.5 years with 87% receiving some form of financial aid. Any proposals must provide research, data analysis, review, and recommendations addressing the following areas:

- a. **Academic review** to ensure we are offering students compelling academic programs and meeting the needs of business and industry in our service area. It should include data, research and recommendations focusing on viable product program development, investment in career and technical program, competency-based degrees and education, achievement tracking, credentialing, and experiential learning opportunities.
- b. **Student diversity** to include data, research and recommendation focusing on engaging parents in students’ education, assistance with meeting basic financial needs, proactive outreach to underperforming students, and peer mentors in the support process.
- c. **Brand awareness** strategies to improve brand perception of Trenholm State Community College.

- d. An electronic draft shall be internally published for review, comments, and editing.
- e. The final draft will be presented to the appropriate governing body for official approval.
- f. **Deliverables:** Strategic Development Plan that includes Outcomes/Objective, measurable performance indicators, and methodology for evaluating outcomes.

3. Additional Requirements:

- Vendor must have at least three (3) years' experience in developing strategic plans at the collegiate level and must supply the names of at least three (3) higher education institutions that have been clients in the following format: (1) contact person; (2) contact title; (3) institution; (4) mailing address; (5) telephone number; and (6) email address.
- Vendor must submit a sample strategic plan that was developed for a post-secondary institution.

V. CONTRACT TERM, RENEWALS, EXTENSIONS, CANCELLATION, TERMINATION, REQUIREMENTS, ADDITIONS, ADJUSTMENTS, AND ASSIGNMENTS

- A. The contract to be awarded as a result of this RFP will be for a period of one (1) year or at the completion of the project. Trenholm State expects to have the five-year strategic plan ready for implementation no later than January 2021.
- B. In the event that the Contractor breaches any of the terms and provisions of the Contract, the College reserves the right to accurately and specifically describe the unsatisfactory performance or condition in a written notice by registered or certified mail to the Contractor and expect that the condition be corrected within a thirty (30) day period from the date the notice is received by the Contractor. If the described performance or condition is not corrected satisfactorily within this time period, a thirty (30) day notice of cancellation of the Contract may be given to the Contractor, by registered or certified mail. Upon providing such written notice, the College may procure the services, described herein from other sources, and may hold the Contractor responsible for any and all excess costs or for any and all losses occasioned thereby.

In the event that the College breaches any of the terms and provisions of the Contract, the Contractor reserves the right to accurately and specifically describe the alleged breach in a written notice by registered or certified mail to the College and expect that this breach be corrected within a thirty (30) day period from the date the notice is received by the College. If the described breach is not corrected satisfactorily within this time period, a ninety (90) day notice of cancellation of this Contract may be given by registered or certified mail to the College.
- C. Either party to the Contract may make a written request for a review of its provisions and terms at any time and may agree to amend or revise any or all provisions and terms. All such mutually agreed upon adjustments must be in writing signed by the authorized representatives of both parties, and the Contract amended to include same.
- D. Neither party shall assign nor transfer the Contract or any part of same nor enter into any subcontract for services under this Contract without the prior written approval of the other party.
- E. The Contractor is providing the services described herein as an independent contractor of the College, not as the College's agent or representative. The Contractor shall not, in any manner, use the credit or the name of the College in connection with its business or affairs except as specifically authorized in the Contract or as approved prior to such use by the College.

VI. Attachments

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Disclosure Statement