

BOARD OF REGENTS, STATE OF IOWA



REQUEST FOR PROPOSAL

HIGHER EDUCATION NEEDS ASSESSMENT FOR THE DES MOINES METRO AREA

RFP Release Date: September 11, 2015

Proposal Due Date: October 9, 2015

Submit Proposals to:

Dr. Robert Donley
Executive Director and Chief Executive Officer
Board of Regents, State of Iowa
11260 Aurora Ave
Urbandale, IA 50322

Tel: (515) 281-3934
Email: bdonley@iastate.edu

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REQUEST FOR PROPOSAL: HIGHER EDUCATION NEEDS ASSESSMENT FOR THE DES MOINES METRO AREA

SECTION A. – PURPOSE

The Board of Regents, State of Iowa, is accepting proposals from qualified vendors to prepare a *Higher Education Needs Assessment Report* for the Des Moines metro area. The major objectives of the *Report* are to:

- Determine the current and long-term demand for various undergraduate and graduate degree programs and certificates in greater Des Moines.
- Determine the optimal location in the Des Moines metro area for a Regents Resource Center (RRC) from which to deliver the majority of the educational programs.

SECTION B. – BACKGROUND

B.1 Board of Regents System

The Board of Regents governs Iowa's three public universities: the University of Iowa, Iowa State University, and the University of Northern Iowa. The universities have traditionally offered most of their educational programming on their home campuses. In recent years the institutions have started offering more degree programs at other locations, including Des Moines and online.

B.2 Pending AIB Gift

In January of 2015 the AIB College of Business in Des Moines and the University of Iowa announced that AIB intended to close and gift its campus to the University of Iowa. The terms of the gift are being finalized and they call for the campus to transition from AIB to an RRC operated by the University of Iowa. The 20 acre AIB campus is located three miles south of downtown Des Moines and it includes classroom and administrative buildings, residential housing, and recreational facilities. As an RRC, all three state universities would be able to use the campus for educational programming and related services.

B.3 Greater Des Moines

Des Moines is Iowa's capital city and the center of the state's largest and fastest growing metropolitan area. Home to over 600,000 residents, the economy is driven by insurance, finance, publishing, agri-business, and state government. Four institutions of higher education are located in the metro: Des Moines University, Drake University, Grand View University, and the Des Moines Area Community College. Several other institutions offer limited educational programming in the area, including Buena Vista University, Simpson College, and Upper Iowa University.

SECTION C. – PROJECT SCOPE

The three state universities are interested in further expanding on-site education programming in greater Des Moines. The Board expects that the *Higher Education Needs Assessment Report* will provide information to help ensure that this expansion is effective, efficient, and responsive to the educational needs of the region and the universities. To this end, the research on which the *Report* is based must yield valid and reliable data on the demand for specific academic programming in the region and on the best locations from which to deliver the various programs. In order to meet these goals vendors should be capable of assembling primary and secondary data for the Des Moines market, as well as environmental scan data from comparable markets.

C.1 Demand for Educational Programs in Greater Des Moines

Assessing the demand for various degree and certificate programs in Des Moines requires a list of possible programs and a list of stakeholders who may have information to assist in determining the demand for these programs.

C.1.1 List of Programs

The three universities will provide the selected vendor with a list of possible degree and certificate programs for the Des Moines market. Most of these programs will be among those currently offered on the main campus, but the list may include some potential new programs identified through the analysis. These programs will include both undergraduate and graduate degrees and certificates, and they will span widely across academic disciplines. This list may include, but will not be limited to, programs in the following areas.

- Business
- Education
- Engineering
- Health sciences
- Liberal arts and sciences

C.1.2 List of Stakeholders

The Board and the universities will work with the selected vendor to determine a list of stakeholders. This list may include, but will not be limited to, the following groups.

Students and Related Groups

- Prospective and current students (traditional and non-traditional students)
- Parents of prospective and current students
- High school career advisors
- University of Iowa, Iowa State University, and University of Northern Iowa admissions personnel

Employers and Related Groups

- Business and non-profit HR directors and CEOs
- City managers and HR directors

- State agency HR directors
- Chamber of commerce CEOs and other business association leaders

Policymakers

- Des Moines area state legislators
- Selected state agency directors (e.g. Iowa Economic Development Authority)

Des Moines Area Higher Education Institutions

- Des Moines University
- Drake University
- Grand View University
- Des Moines Area Community College

C.2 Demand for Des Moines RRC Among Main Campus Programs

An RRC in Des Moines may benefit not only students enrolled in Des Moines, it may also benefit students enrolled in programs on the main campuses of the University of Iowa, Iowa State University, and the University of Northern Iowa. For example, the UI College of Medicine has an active residency program with Des Moines hospitals and could make use of classroom space at an RRC. The College is also interested in developing an emphasis in health policy and has expressed interest in locating students in Des Moines for a semester or more for internships and courses taught by policy practitioners. As another example, the UI Department of Political Science has operated a Des Moines internship program for years and students take evening classes as part of their internship. These classes could be offered at an RRC.

In order to assess the value of a Des Moines RRC for programs back at the home universities the Board expects that the selected vendor will solicit input from key academic stakeholders at the universities including, but not limited to:

- Provosts and associate provosts
- Deans and associate deans

C.3 Location of the RRC

It is anticipated that the AIB campus will be the location of the Des Moines RRC starting in the fall of 2016. The campus has many positives and it may be the best site for the RRC for long-term. To test this assumption, the Board expects that the selected vendor will assess the desirability of the AIB site against other general locations in the Des Moines metro area (e.g., downtown, west suburbs). Data for making this assessment should come from the stakeholders in C.1.2 (especially current and prospective students), and current and projected demographic statistics for greater Des Moines. It is possible that the most desirable site will vary by program (e.g., graduate vs undergraduate) or student characteristics (e.g., traditional vs non-traditional).

The assessment will also identify the location factors that are important to prospective and current students, including but not limited to: proximity to work, home, commercial and retail establishments, and the interstate; availability of convenient and free parking; ready access to public transportation; and safety.

C.4 Additional Research Goals

The Board expects that the research will also provide the following information.

- The motivations of current and prospective students, both undergraduate and graduate, to pursue education at the RRC in Des Moines rather than on the main campuses, online, or at another institution (This will include the extent to which the RRC will enroll students who would and would not have otherwise attended a main campus or pursued a degree from a main campus online)
- The best days of the week and times of the day to offer classes
- The attractiveness of blended degree and certificate programs at the RRC (some classes in-person and some classes online)

C.5 Deliverables

The *Higher Education Needs Assessment Report* will meet the goals specified in Section C.

SECTION D. – INFORMATION TO BIDDERS

RFP Release Date	September 11, 2015
Submission of Written Questions:	September 23, 2015
RFP Closing Date:	October 9, 2015
Finalists Notified:	October 16, 2015
Final Presentations:	Week of October 26, 2015
Selection Complete:	October 30, 2015
Contract Negotiations:	Week of November 2, 2015
Starting Date of Contract:	November 9, 2015
Anticipated First Draft:	February 1, 2016
Presentation for Board Action	February 24-25

The Board reserves the right to change this schedule as needed.

SECTION E. – PROPOSAL PROCESS

1. **CLOSING DATE.** The closing date for receipt of responses to this Request for Proposal (RFP) is October 9, 2015 at 12 noon (Central Standard Time) at the address below. It is anticipated that a final decision on the selection of a contractor will be made by October 30, 2015.
2. **ELIGIBLE BIDDERS.** All eligible bidders must meet the following minimum eligibility requirements:
 - a. Demonstrate a familiarity with the Board of Regents and its universities.
 - b. Have experience in higher education research and needs assessments.
 - c. Be able to assign experienced staff to the project.

3. FEE STRUCTURE

- a. Provide a clear, detailed and inclusive cost based on time and materials not to exceed.
- b. Reimbursement for travel expenses and other out-of-pocket expenses will be accompanied by receipts in the form and level of detail agreed to in the contract between the successful bidder and the Board.

4. SUBMISSION OF PROPOSAL. Ten paper copies and an electronic version of each proposal should be submitted. All proposals will be considered sealed and not opened until after the closing date.

Proposal must be submitted to:

Board of Regents, State of Iowa
11260 Aurora Avenue
Attn: Robert Donley, Executive Director and Chief Executive Officer
Urbandale, Iowa 50322
(515)-281-3934; bdonley@iastate.edu

The proposal must be comprehensive by including all services and costs to meet the business and technical requirements as outlined in this RFP.

To be considered complete, a signed Assurances, Representations, and Authorization to Release Information form must accompany the response to this RFP (see last page).

5. REJECTION OF PROPOSALS. Proposals shall be rejected and not reviewed by the Board for any of the following reasons:

- a. The proposal is not received at the Board by 12 noon (Central Standard Time) on October 9, 2015 at its offices at 11260 Aurora Avenue, Urbandale, Iowa, 50322.
- b. The Bidder fails to respond to any part of this RFP or does not provide information in the format required.
- c. The proposal is not signed by an authorized representative of the Bidder.
- d. There is evidence that the Bidder engaged in unfair bidding procedures.
- e. Financial insolvency of the Bidder.

6. LIMITATIONS and OTHER CONDITIONS. This RFP does not commit the Board to award a contract or to pay costs incurred by bidder in the preparation, submission, presentation or any other action connected with proposing or otherwise responding to this RFP. The Board may accept other than the lowest bid, waive minor irregularities, and award a contract based only on the written proposal without any discussions with Bidder.

Such exemption from liability applies whether such costs are incurred directly by the vendor or indirectly through the vendor's agents, employees, assigns or others, whether related or not to the vendor.

Proposals will be opened and reviewed at the convenience of the Board; there is no public opening.

The Board reserves the right to waive any irregularity in any proposal received.

The Board reserves the right to award in part, in whole, or not at all and to multiple vendors.

7. REQUESTS FOR CLARIFICATION. All questions concerning this Request for Proposals are to be directed to Robert Donley in writing at bdonley@iastate.edu by 5:00pm (CST) September 23, 2015. Responses to all questions received will be posted on the Board of Regents web site at <http://www.regents.iowa.gov/rfp/rfpcover.html> no later than September 30, 2015.

8. AMENDMENTS TO RFP; POSTING TO INTERNET

- a. The Board reserves the right to amend the RFP at any time. The Bidder shall acknowledge receipt of an amendment in its proposal. If the amendment occurs after the closing date for receipt of bid proposals, the Board may, in its sole discretion, allow Bidders to amend their bid proposals in response to the Board's amendment if necessary. The amendment must be in writing, signed by the Bidder and received by time set for the receipt of proposals. Vendors who submit proposals in advance of the deadline may withdraw, modify, and resubmit proposals at any time prior to the deadline for submitting proposals. Vendors must notify the Board contact person in writing if they wish to withdraw their proposals.
- b. All amendments will be posted on the Board's web page at: <http://www.regents.iowa.gov/rfp/rfpcover.html>. Each Bidder is advised to check this home page periodically for amendments to this RFP.

9. COPYRIGHTS. By submitting a bid proposal, the Bidder agrees that the Board may copy the bid proposal for purposes of facilitating the evaluation of the bid proposal or to respond to requests for public records. The Bidder consents to such copying by submitting a bid proposal and warrants that such copying will not violate the rights of any third party. The Board shall have the right to use ideas or adaptations of ideas that are presented in the bid proposals.

10. CONTRACTS

- a. The Board reserves the right to either award a contract without further negotiation or to negotiate contract terms with the selected Contractor if the best interests of the Board would be served.
- b. The successful Bidder must, in a timely manner, enter into a contract with the Board to implement the services contemplated by this RFP. This contract will include, but not be limited to, terms and conditions that clarify the respective roles and responsibilities of the Bidder and Board. Representative subjects that will be included in a final contract include, but are not limited to, the following provisions: payment limitations; work authorization procedures; default and termination terms; indemnification requirements; identification of key personnel; intellectual property rights; non-appropriation or reduction in funding; clarification that Iowa law will govern this contract.
- c. It is expected that a contract between the Bidder and Board will be executed within approximately 14 days or less after the date of the notification of the award. Failure of the successful Bidder to agree to the terms of a contract within this time period may be grounds for the Board to award the contract to another Bidder.
- d. The contract constitutes the entire agreement between the Board and the Contractor in connection with this RFP.

11. RESTRICTIONS ON GIFTS AND ACTIVITIES. Iowa Code Chapter 68B restricts gifts which may be given or received by state employees and requires certain individuals to disclose information concerning their activities with state government. Bidders are responsible for determining the applicability of this Chapter to their activities and complying with the requirements. In addition, pursuant to Iowa Code section 722.1, it is a felony offense to bribe or attempt to bribe a public official.

12. EVALUATION CRITERIA. The Board will initially review all proposals received for completeness. The following criteria, not necessarily listed in order of importance, will be used to evaluate proposals:

- Project approach and methodology;
- Familiarity with the State of Iowa, the Board of Regents, and the Regent institutions;
- Quality of project work plan;
- Description of the proposed deliverables;
- Firm's and staff qualifications and experience;
- Business references;
- Quality of the Overall Proposal;
- Administrative capacity to provide the services;
- Conformance to terms & conditions;
- Financial capability; and
- Project fees.

These criteria are general in nature and may be used to develop a more detailed evaluation work sheet. The Board reserves the right to evaluate financial capability of any or all Bidders to satisfactorily complete the requirements of this RFP. Finalists will be chosen to make no more than 90-minute presentations to the Board the week of October 26, 2015.

13. PERIOD OF PERFORMANCE. The period of performance will be from November 9, 2015 to February 1, 2016 or until completion of Services in accordance with the contract agreement, whichever occurs first. In the event that the contractor selected through this RFP does not complete the contract, due to termination or any other reason, the Board reserves the right to negotiate with the next highest-ranking Bidder(s) to complete the contract period without releasing an additional RFP.

14. OPTION TO EXTEND. Based on the availability of funds, effective contract performance and the needs of the Board, the contract may be extended for an additional period as agreed between the Board and successful Bidder.

15. PUBLIC RECORDS AND REQUESTS FOR CONFIDENTIAL TREATMENT.

- a. As an agency of the State of Iowa, the Board is subject to the requirements of Iowa Code Chapter 22, the Iowa Open Records Act. Bidders are encouraged to familiarize themselves with Chapter 22 before submitting a proposal. The Board will treat all information submitted by a Bidder as public information following the conclusion of the selection process. A Bidder shall identify information provided in response to this RFP which the Bidder believes represents confidential information that may fall within one of the exceptions identified in Iowa Code section 22.7. The bidder's designation of information as confidential is for informational purposes only and is not binding on the Board.
- b. Any request for confidential treatment of information must be included in the transmittal letter with the Bidder's bid proposal. In addition, the Bidder must enumerate the specific grounds in Iowa Code Chapter 22 or other applicable law which support treatment of the material as confidential and explain why disclosure is not in the best interest of the public. The request for confidential treatment of information must also include the name, address, and telephone number of the person authorized by the Bidder to respond to any inquiries by the Board concerning the confidential status of the materials. Any bid proposal submitted which contains confidential information must be conspicuously

marked on the outside as containing confidential information, and each page upon which confidential information appears must be conspicuously marked as containing confidential information. Identification of the entire bid proposal or substantially all of a bid proposal as confidential may be deemed non-responsive and disqualify the Bidder from the selection process.

- c. If the Bidder designates any portion of the bid proposal as confidential, the Bidder must submit one copy of the bid proposal from which the confidential information has been excised. This excised copy is in addition to the number of copies requested in Section D4 of this RFP. The confidential material must be excised in such a way as to allow the public to determine the general nature of the material removed and to retain as much of the bid proposal as possible.
 - d. The Board will make a reasonable effort to provide the bidder with written notice seven calendar days in advance of the release of information identified by the Bidder as confidential. However, the Board may release all or a portion of the proposal immediately, without providing notice to the Bidder, if the Board determines there is no reasonable basis for a claim of confidentiality.
16. DISPOSITION OF BID PROPOSALS. All proposals become the property of the Board and shall not be returned to the Bidder unless all bid proposals are rejected or the RFP is cancelled. In either event, Bidders will be asked to send prepaid shipping instruments to the Board for return of the bid proposals submitted. In the event the Board does not receive shipping instruments, the Board will destroy the bid proposals. Otherwise, at the conclusion of the selection process, the contents of all bid proposals will be in the public domain and be open to inspection by interested parties subject to exceptions provided in Iowa Code Chapter 22 or other applicable law.
 17. NONDISCRIMINATION. The Board does not discriminate in the contract award process on the basis of sex, age, race, religion, color, national origin, or disability.
 18. SMALL BUSINESSES AND TARGETED SMALL BUSINESSES. Under Iowa's targeted small business procurement program, State entities have established procurement goals for the purchase of goods and services supplied by small businesses and targeted small businesses. Certified targeted small businesses and small businesses are encouraged to respond to this RFP. The terms "small business" and "targeted small business" are as defined in Iowa Code (2015) section 15.102.

SECTION F. – FORMAT OF PROPOSAL

All proposals must include the following:

1. Basic Data on Bidder:
 - a. Name, telephone number and address, including email of Bidder.
 - b. Name and title of individual authorized to bind the Bidder and submit the proposal.
 - c. Name e-mail address and telephone number of person the Board may contact during the proposal evaluation process.
 - d. Form of business - e.g. sole proprietorship, partnership, corporation, Not-for Profit organization. If a non-Iowa corporation, indicate state of incorporation.
 - e. Whether the business is owned or controlled by a parent corporation. If yes, provide the name and address of the parent corporation, nearest offices and managing office where the project staff assigned to this project will be located.
 - f. Whether the Bidder is a small business or certified targeted small business as defined in Iowa Code (2015) section 15.102.

2. Executive Summary – this part of the response to the RFP should be limited to a brief narrative highlighting the bidder’s proposal. The summary should contain as little technical jargon as possible and should be oriented toward non-technical personnel. The summary should describe the following:
 - a. Bidder’s understanding of Regents’ needs.
 - b. Scope of services being proposed.
 - c. Qualifications and Experience in higher education research and needs assessments.
 - d. Brief List and Description of Similar Projects Completed (client, scope and duration of assessment, outcome, and client contact name).
 - e. High Level Project Execution Plan.
3. Company Background – the following information is requested to evaluate the Bidder’s financial stability and ability to support the commitments set forth in response to the RFP. Please include at a minimum the following:
 - a. How long the company has been in business.
 - b. A brief description of the company size and organizational structure.
 - c. How long the company has been working with 1) higher education clients; 2) government clients; 3) commercial clients performing similar services.
 - d. Recent annual financial report or bank references for evaluation of financial capability to satisfactorily complete the requirements of this RFP.
4. Qualifications and Experience,
 - a. Additional information deemed pertinent to 2c above.
 - b. A list of personnel to be assigned to this RFP, their functions in the project, length of tenure, and a detailed resume of each.
 - c. Information concerning terminations, litigation and debarment. Bidder shall provide answers to the following questions:
 - i. During the last five (5) years, has the Bidder had a contract for services terminated for any reason? If so, provide full details related to the termination.
 - ii. During the last five (5) years, describe any order, judgment or decree of any Federal or State authority barring, suspending, or otherwise limiting the right of the Bidder to engage in any business, practice, or activity.
 - iii. During the last five (5) years, list and summarize pending or threatened litigation, administrative or regulatory proceedings, or similar matters that could affect the ability of the Bidder to perform the required services. The Bidder must also state whether it or any owners, officers, or primary partners have ever been convicted of a felony. Failure to disclose these matters may result in rejection of the bid proposal or in termination of any subsequent contract. This is a continuing disclosure requirement. Any such matter commencing after submission of a bid proposal, and with respect to the successful Bidder after the execution of a contract, must be disclosed in a timely manner in a written statement to the Board.
 - iv. During the last five (5) years, have any irregularities been discovered in any of the accounts maintained by the Bidder on behalf of others? If so, describe the circumstances of irregularities
5. Statement of Scope – A clear statement of scope is required from each bidder that demonstrates their understanding of this project and how their past engagements provide them with the insight/skills/tools needed to complete this work.
6. Methodology – A clear description of the methodology to be used to meet the

requirements of this project.

7. References – Please provide the contact information and client background for three client references. Submit references for clients that are most similar to the services being proposed for the Board.
8. Sample Documents – Submit sample documents of the type of analysis the Board can expect from the work your firm is proposing to do.
9. Cost of Services – Submit a comprehensive price proposal that outlines rates and hour by each phase and any other costs incurred.
 - a. A comprehensive price proposal should be submitted on the basis of “not-to-exceed pricing” for this project. Under a not-to-exceed pricing arrangement, the contractor is compensated for hours and expenses incurred up to a ceiling amount. If additional effort is required, the bidder is expected to complete this effort at no additional cost to the Board. If less effort is required than the contract price, the Board would not be billed for the work.
 - b. Billings would take place at the completion of key milestones/deliverables. The Board expects bidders to propose a milestone/deliverable schedule that should assume that the Board will retain 10% of every invoice which would be released at the acceptance of the final deliverable.

Please sign and date the next page and submit along with the bid proposal.

ASSURANCES, REPRESENTATIONS AND AUTHORIZATION TO RELEASE INFORMATION

The Bidder hereby assures and represents with respect to this proposal that:

1. It possesses legal authority to submit this proposal; that a resolution, motion or similar action has been duly adopted or passed as an official act of the Bidder's governing entity authorizing the submittal of this proposal, including all assurances, representations contained herein, and directing and authorizing the person signing below to act in connection with the application and to provide additional information as may be required.
2. It will comply with all applicable federal and state equal opportunity and affirmative action requirements.
3. All statements and information made or furnished to the Board are true and correct in all material respects. Bidder has not knowingly made any false statements in its proposal. Bidder acknowledges that supplying any information determined to be false, misleading or deceptive will be grounds for disqualification from consideration.
4. Bidder hereby authorizes the Board to obtain information regarding its performance on other contracts, agreements or other business arrangements, its business reputation, and any other matter pertinent to evaluation and the selection of a successful Bidder in response to this Request for Proposal. It authorizes the Board to research the company's history, make credit checks, contact the company's financial institution, contact former and current clients of the company, and perform other related activities necessary for reasonable evaluation of this proposal.
 - The Bidder acknowledges that it may not agree with the information and opinions given by such person or entity in response to a reference request. The Bidder acknowledges that the information and opinions given by such person or entity may hurt its chances to receive contract awards from the Board or may otherwise hurt its reputation or operations. The Bidder is willing to take that risk.
 - The Bidder hereby releases, acquits, and forever discharges the State of Iowa, Board of Regents, their officers, directors, employees and agents from any and all liability whatsoever, including all claims, demands and causes of action of every nature and kind affecting the undersigned that it may have or ever claim to have relating to information, data, opinions, and references obtained by the Board in the evaluation and selection of a successful Bidder in response to this Request for Proposal.
 - The Bidder authorizes representatives of the Board to contact any and all of the persons, entities, and references which are, directly or indirectly, listed, submitted, or referenced in the undersigned's proposal submitted in response to this Request for Proposal.

- The Bidder further authorizes any and all persons or entities to provide information, data, and opinions with regard to the undersigned's performance under any contract, agreement, or other business arrangement, the undersigned's ability to perform, the undersigned's business reputation, and any other matter pertinent to the evaluation of the undersigned. The undersigned hereby releases, acquits and forever discharges any such person or entity and their officers, directors, employees and agents from any and all liability whatsoever, including all claims, demands and causes of action of every nature and kind affecting the undersigned that it may have or ever claim to have relating to information, data, opinions, and references supplied to the Board in the evaluation and selection of a successful Bidder in response to this Request for Proposal.
- A photocopy or facsimile of this signed Authorization is as valid as an original.

Signature

Type or Print Name, Title

Date

This form must be signed by an authorized representative of the Bidder and submitted to the Board along with Bidder's proposal.

RFP: Higher Education Needs Assessment for the Des Moines Area
ENTITY: Board of Regents, State of Iowa
RFP RELEASE DATE: September 11, 2015