

Purchase Request #4
Regular Board Meeting May 6, 2024

Consideration of Approval to Contract for Strategic Enrollment Consulting Services

ADMINISTRATION RECOMMENDATION/REPORT

The administration recommends that the Board of Trustees approve a contract with Ruffalo Noel Levitz for strategic enrollment consulting services for the enrollment services department.

BACKGROUND

The enrollment services department at the College has always been at the forefront of adopting innovative strategies to enhance student recruitment, retention, and success rates. Recognizing the dynamic changes in higher education, especially in the context of enrollment management, the department initiated the solicitation process to procure a vendor who could provide strategic enrollment consulting services. One of the main objectives of these services is to develop and implement a comprehensive Strategic Enrollment Management (SEM) plan that aligns with the College's mission, goals, and the diverse needs of our student population.

Request for proposals #24-22 was issued on March 4, 2024, to procure strategic enrollment consulting services, which complies with the competitive procurement requirements per Texas Education Code §44.031(a). Thirteen responses were received and evaluated by a team comprised of representatives from enrollment services, marketing and public relations, dual-credit, business and technology, and outreach and recruitment departments who determined the proposal submitted by Ruffalo Noel Levitz will provide the best value to the College.

IMPACT OF THIS ACTION

The acquisition of strategic enrollment consulting services from Ruffalo Noel Levitz represents a pivotal investment in the future of the College and its students. This partnership will enable the College to craft and execute a data-driven, comprehensive SEM plan tailored to our unique institutional goals and the evolving landscape of higher education. Specifically, the services will focus on optimizing our enrollment processes, enhancing student engagement and success, and ultimately ensuring sustainable institutional growth. The impact of purchasing these services will be multifaceted; it will not only bolster our enrollment figures but also improve student retention and graduation rates, thereby enhancing the overall student experience and the reputation of the College. Conversely, not purchasing this service could leave our institution at a competitive disadvantage, struggling to adapt to changing demographics and market demands, which could result in stagnated growth and potentially declining enrollment and retention rates. Engaging with Ruffalo Noel Levitz will equip the College with the strategies and tools necessary to navigate these challenges successfully and secure a prosperous future for our College and our students.

BUDGET INFORMATION (INCLUDING ANY STAFFING IMPLICATIONS)

The estimated project expenditure is \$146,000 and will be funded from the enrollment services department's 2023-2024 operating budget and subsequent year budgets.

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MONITORING AND REPORTING TIMELINE

The project is estimated to begin in July 2024, with a projected completion date in April 2025. This strategic enrollment consulting services project will be comprised of four phases denoted by a detailed timeline.

ATTACHMENTS

Attachment 1 - Tabulation

RESOURCE PERSONNEL

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RFP #24-22
Strategic Enrollment Consulting Services
Attachment 1 – Tabulation

QUALIFICATIONS

#	Vendors	1: Firm Experience	2: Personnel Experience	3: Project Understanding	4: References	5: Exceptions to Terms	Qualification Score
	<i>Total Points</i>	<i>15</i>	<i>15</i>	<i>25</i>	<i>10</i>	<i>5</i>	<i>70</i>
1	Ruffalo Noel Levitz	12.96	12.15	21.30	8.52	4.40	59.33
2	Interact Communications Inc	10.92	10.53	21.00	9.00	4.80	56.25
3	Evolve Market Research	10.83	12.30	18.00	5.70	4.60	51.43
4	Kennedy & Company	11.16	11.25	20.50	7.80	5.00	55.71
5	MGT Consulting LLC	12.60	14.16	21.05	5.40	5.00	58.21
6	Cicero Higher Education	11.28	12.30	19.30	7.00	5.00	54.88
7	SEM Works	12.90	12.00	19.70	3.00	4.60	52.20
8	Vision Point Marketing	12.15	12.45	18.80	7.20	5.00	55.60
9	Lodestone Innovation	9.53	9.46	16.70	7.40	5.00	48.09
10	Gensler	10.95	13.20	20.70	7.06	4.00	55.91
11	Huron Consulting Group	12.27	11.91	19.50	4.92	2.60	51.20
12	Ferrilli	9.51	10.68	15.65	5.92	4.80	46.56
13	Locale Agency	7.50	7.80	14.50	0.40	5.00	35.20

#	Vendors	Qualification Score	Price Score	Final Score	Price Value
	<i>Total Points</i>	<i>70</i>	<i>30</i>	<i>100</i>	
1	Ruffalo Noel Levitz	59.33	17.07	76.40	\$145,960.00
2	Interact Communications Inc	56.25	17.23	73.48	\$142,600.00
3	Evolve Market Research	51.43	21.60	73.03	\$97,500.00
4	Kennedy & Company	55.71	16.14	71.85	\$148,600.00
5	MGT Consulting LLC	58.21	12.38	70.59	\$198,920.00
6	Cicero Higher Education	54.88	15.09	69.97	\$149,670.00
7	SEM Works	52.20	16.64	68.84	\$138,500.00
8	Vision Point Marketing	55.60	8.11	63.71	\$271,213.50
9	Lodestone Innovation	48.09	13.13	61.22	\$148,855.00
10	Gensler	55.91	3.03	58.94	\$798,600.00
11	Huron Consulting Group	51.20	5.19	56.39	\$439,900.00
12	Ferrilli	46.56	5.63	52.19	\$325,000.00
13	Locale Agency	35.20	11.31	46.51	\$150,000.00