4800 E. Huron River Drive
Ann Arbor, Michigan 48105-4800

Subject	Date
Retention and Recruitment Software Contract	April 24, 2018

BACKGROUND

The declining production of high school graduates in the State of Michigan (and consequent increased competition) poses significant challenges to the long-term health of many higher educational institutions. This creates a strategic necessity for the college to maximize its recruitment opportunities, while transforming our retention and student success activities to retain our current students and ensure their successful completion.

Unfortunately, the college's current tools are ill-suited for this challenge. To meet these needs, the college requires technology which:

- Empowers individual treatment of students– to understand their personal history, motivations, challenges, and path for success
- Uses data analysis and comprehensive knowledge of student's history to improve recruitment, retention, and success outcomes
- Aggregates data about students from various sources (Banner, Blackboard, etc.) into one "picture" of the student
- Provides efficiency in managing interactions from many support areas on campus with students to accommodate our existing volume (475,000/year with prospective students, 850,000/year with current students), and needed growth

New Student Relationship-Building

Over 475,000 communications per year to prospective students

Current Student Relationship-Building

Over 850,000 communications per year to current students
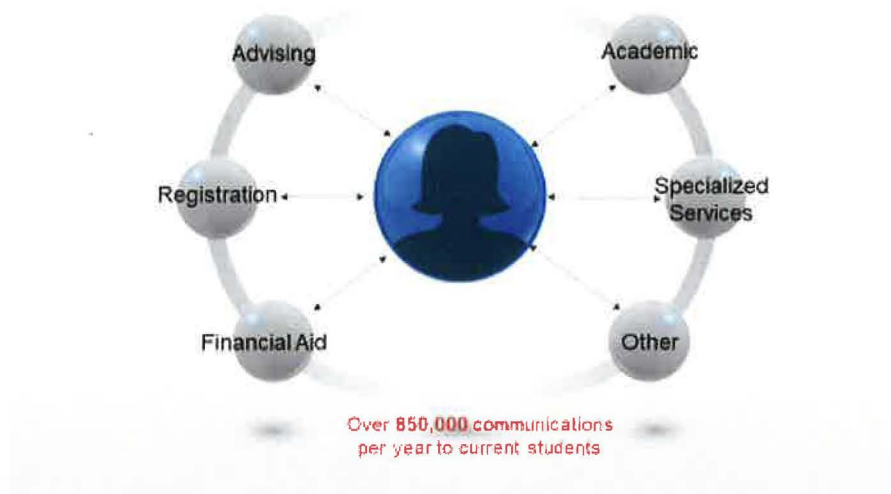
- Enables engagement across multiple channels (mail, phone, email, text, in-person, social, etc.), while empowering staff/faculty to communicate with each student in the manner most meaningful to them
- Consolidates several existing, disparate software products and homegrown systems into one platform
- Measures results of activities to know what is working best

To this end, the college embarked on a significant RFP project in October 2017 to identify our needs and potential student lifecycle relationship management software (enterprise CRM) to provide needed tools.

RFP PROCESS

The college formed a RFP committee composed of key individuals from many units, including Student Services, Instruction, Business and Finance, Recruitment, Admissions, Registration, Information Technology Services, Advising, and Faculty.

The RFP was constructed to identify potential vendor(s) for three independent project elements: Recruitment CRM, Retention CRM, and Predictive Analytics. It was sent to seven potential vendors and was open to all qualified organizations. Five qualified responses were received, and all five were invited to present to the committee and provide open demos to stakeholders (e.g. student service professionals and faculty) during January, 2018.

The committee found that CRM and predictive analytics solutions are far from a commodity. Rather, they vary dramatically in platform, functions, focus, licensing, technology, etc. Selection was based on the product(s) which most closely satisfies the (weighted) identified needs, with preference given to the most comprehensive solutions - i.e. those which satisfied multiple elements of Recruitment CRM, Retention CRM, and Predictive Analytics.

The RFP Committee thoroughly vetted the potential solutions via submitted proposals, on-campus presentations, follow-up questions/responses, as well as reference-checks of existing clients for leading vendors via a comprehensive review/rating matrix. The committee confidently recommends the TargetX suite of products (on Salesforce CRM platform) to address the Recruitment CRM and Retention CRM elements and the college's overall student lifecycle relationship management (CRM) needs (see the attached RFP response scoring summary).

PRICING ESTIMATE

The direct cost for TargetX implementation and annual licensing for years 1-3 is **$320,000**:

TargetX Detailed Pricing	Year 1	Year 2	Year 3	TOTALS
Recruitment	$ 60,000	$ 60,000	$ 60,000	$ 180,000
Implementation	$ 20,000			$ 20,000
Retention	$ 35,000	$ 35,000	$ 35,000	$ 105,000
Implementation	$ 15,000			$ 15,000
TOTALS	**$ 130,000**	**$ 95,000**	**$ 95,000**	**$ 320,000**

Additional costs include upgraded service level of Axiom for data integration, and user licenses for the Salesforce platform at annual costs of approximately $4,000 and $31,000, respectively. These new costs are offset by the elimination of our current CRM system at an annual license expense of 35,000 and our texting service with Twillio at an annual cost of about $3,000.

RECOMMENDATION

That the Board of Trustees approve a 3-year contract with TargetX in an amount not to exceed $320,000, with annual renewal options, to provide the student lifecycle relationship management (CRM) software to satisfy our recruitment and retention needs. Before exercising the initial renewal option, college administration will present to the Board of Trustees the performance results related to recruitment and retention efforts facilitated by the use of the TargetX software tool.

A ROLL CALL VOTE WILL BE TAKEN.

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Recommended by: *Rose B. Bellanca, Ed.D.*
Rose B. Bellanca, President