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ADOPTED – BOARD OF TRUSTEES
COMMUNITY COLLEGE DISTRICT NO. 508
APRIL 9, 2015

BOARD OF TRUSTEES OF COMMUNITY COLLEGE DISTRICT NO. 508
COUNTY OF COOK AND STATE OF ILLINOIS

CUSTOMER RELATIONSHIP & ENGAGEMENT MANAGEMENT SYSTEM
IMPLEMENTATION AND HOSTING SERVICES
COMMUNICATIONS PRODUCTS, INC.
OFFICE OF STRATEGY AND INSTITUTIONAL INTELLIGENCE
DISTRICT WIDE

THE CHANCELLOR RECOMMENDS:

that the Board of Trustees authorizes the Chair to execute an agreement with Communications Products Inc. to provide licenses, hosting services, and implementation support for an online customer relationship management solution inclusive of an online cross channel contact system, an online field service suite, an online self-service knowledge management platform, and an online engagement workflow automation solution, for the period commencing no sooner than June 1, 2015 through May 31, 2018, at a total cost not to exceed \$1,566,000 for the initial contract term.

VENDOR: Communications Products, Inc.
731 East 9th Street , Suite 111
Indianapolis, Indiana 46256

USER: District Wide

TERM:

The term of this purchase shall commence no sooner than June 1, 2015 and will continue through May 31, 2018.

SCOPE OF SERVICES:

Communications Products Inc. will provide the following services:

- Licenses for Oracle Service Cloud products which includes Web Customer Service, Cross Channel Contact Management, Knowledge Management, Field Service Engagement, and Mobile Platform
- Host the solution as a web and mobile service
- Real-time integration with CCC's VOIP phone system
- Integration with CCC's career service portal
- Integration with CCC's email marketing solution
- Data storage, support, implementation and training services

BENEFIT TO CITY COLLEGES OF CHICAGO:

The services provided are related to and will support CCC's Reinvention Strategic goals outlined below:

- **Increasing Relevance** by enabling transparency into partnership recruitment and alumni activities to support students with advancing their goal of attaining a meaningful career of economic value.
- **Reducing Time** for a students' entry into a program by providing automated tools to facilitate communication and streamline the admissions process.
- **Increasing Student Support** by providing self-service, real-time, and relevant information that prospective and current students' can access anytime and anywhere.
- **Strengthening Operations** by providing a single view of prospective and current students, alumni, employees, and partners data needed to facilitate results-driven collaboration and best-in-class support.

The Customer Relationship Management (CRM) solution will provide the following benefits:

- Automated Relationship Management
- Collaborative Workflow Automation
- Marketing and Recruitment Automation
- Predictive Social Media Engagement
- Increased Call Center Information Accessibility
- Self-Service Knowledgebase and Repository
- Shared Communication
- Enhanced Institutional Knowledge
- Mobile Accessibility

In summary, the CRM solution provides automated tools to support recruitment, enrollment, student services, C2C, marketing, alumni development, community partnerships, call center, and operational services. This solution will replace the current manual process for pulling various reports and creating spreadsheets to manage communications, projects, and requests when engaging with prospective and current students, alumni, employees, and partners. Additionally, the Oracle Service Cloud platform bridges source system data to provide real time access and a global view of present and historical interactions with the above mentioned stakeholders.

VENDOR SELECTION CRITERIA:

Specifications were prepared by District Procurement Staff and a Request for Proposal (RFP) #SH1401 was publicly advertised on February 14, 2014. Thirteen (13) companies responded and six firms were evaluated. Three (3) firms were identified as the most responsive and

responsible firms. The short list includes 1) CPI/Oracle; 2) Ciber/Salesforce.com; and 3) Atrio/Microsoft.

All qualifications were reviewed, evaluated and ranked by staff representing departments in the Office of Information Technology - Web Service, Marketing, Community & Government Relations, Institutional Advancement and Alumni Development, Call Center Management, Client Services and Student Engagement, Program Management and Operational Excellence Center.

The Evaluation Committee members were responsible for evaluating proposals based on the following criteria listed in the RFP:

1. Experience and Qualifications
2. Proposed Solution Plan to Meet Scope of Work
3. Project Delivery Approach
4. Cost Proposal
5. Demonstration of the vendor solution
6. Responses to a variety of functional and technical questions
7. M/WBE Compliance

Based on the evaluation scoring, staff recommends the acceptance of the proposal from Communications Products, Inc. (CPI).

MBE/WBE COMPLIANCE:

The Office of MBE/WBE Compliance has reviewed the proposed agreement and has determined the Vendor is in compliance with the Board Approved Participation Plan:

<u>Vendor</u>	<u>MBE or WBE</u>	<u>%</u>	<u>Participation</u>	<u>Certifying Agency</u>
Communications Products, Inc. 7311 E. 90 th St. Indianapolis, IN 46256	MBE (Prime)	50	Direct	NMSDC
Senryo 4343 Commerce Ct. Lisle, IL 60532	MBE	34	Direct	City of Chicago
Bronner Group 120 N. LaSalle Chicago, IL 60602	WBE	16	Indirect	City of Chicago

GENERAL CONDITIONS:

Inspector General – It shall be the duty of each party to the agreement to cooperate with the

Inspector General for City Colleges of Chicago in any investigation conducted pursuant to the Inspector General’s authority under Article 2, Section 2.7.4(b) of the Board Bylaws.

Ethics – It shall be the duty of each party to the agreement to comply with the applicable provisions of the Board’s Ethics Policy adopted January 7, 1993, and as amended by the Board.

Contingent Liability – Pursuant to Section 7-14 of the Illinois Public Community College Act, all agreements authorized herein shall contain a clause that any expenditure beyond the current fiscal year is subject to appropriation in the subsequent fiscal year.

FINANCIAL:

Total: \$1,566,000

Charge to: District Wide

Source of Funds: Capital

FY15: 530000-92015-0023006-86000

Respectfully submitted,

**Cheryl L. Hyman
Chancellor**

April 9, 2015 – Office of Strategy and Institutional Intelligence