



**NORTHERN  
PENNSYLVANIA  
REGIONAL COLLEGE**

814-230-9010  
814-313-7320 (fax)  
<https://regionalcollegepa.org>

July 19, 2022

**Request for Proposals – Customer Relationship Management System (CRM)  
Please respond by August 12, 2022**

Dear Colleague:

With this request, Northern Pennsylvania Regional College (NPRC) is seeking to engage a qualified vendor for a customer relationship management (CRM) system to assist with lead generation and communication throughout the recruitment journey.

Proposals are due, as set forth in the attached bidding instructions, no later than 5:00 p.m. on August 12th, 2022 and will be accepted via email to [lzickefoose@rrcnpa.org](mailto:lzickefoose@rrcnpa.org) or mail to Northern Pennsylvania Regional College, Attn: L. Zickefoose, 300 2<sup>nd</sup> Avenue, Suite 500, Warren, PA 16365.

For more information about NPRC please visit <https://regionalcollegepa.org>, or contact the undersigned or individual identified in the attached bidding instructions.

Sincerely,

Lauren Zickefoose  
Assistant Director of Community Engagement

## **Request for Proposals – Customer Relationship Management (CRM) System**

### **Please respond by August 12, 2022**

Dear Colleague:

#### **A. Subject and Intent**

With this request, Northern Pennsylvania Regional College (NPRC) is seeking to engage a customer relationship management (CRM) system vendor.

#### **B. Background**

Northern Pennsylvania Regional College (“NPRC” or the “College”) is a 501(c)(3) private non-profit institution of higher education headquartered in Warren, Pennsylvania that provides affordable and accessible post-secondary education to the residents of a nine-county footprint in northwestern Pennsylvania. NPRC’s academic division offers five associate degrees and one certificate. NPRC’s workforce development department offers over 60 courses in 15 occupational areas. The CRM should support collective academic and workforce development enrollments of 100 to 3000 students with ability to differentiate types of students.

#### **C. Scope of Services Requested**

Vendors responding to this Request for Proposal (RFP) should have products relevant to lead generation, recruitment, and admissions processes within higher education institutions. The CRM system should offer the following features:

1. User-friendly platform where leads, prospects, and applicants can be clearly defined and segmented by various prospect categories
2. Marketing Automation - ability to schedule communications in advance using various mediums (email, text, call, etc.)
3. Lead generation tools that operate as extension of the College website or with other web-based tools, like gravity forms, and seamlessly engage with Google Analytics without creating duplication in reported data would be preferred
4. Insights and Analytics – data reporting such as lead entry points, length of time lead has spent in each phase, application status from start to finish, and other data points as identified
5. Ability to automate data integration with student information system (SIS) and receive data from the SIS where appropriate
6. Implementation and responsive on-going training and support as needed

#### **D. Information to be Provided**

NPRC will provide all existing and appropriate data required for implementation. We will contact and provide available schedules of relevant employees for implementation and ongoing training. Billing information and additional IT support will be provided.

#### **E. Results and Schedule**

The selected vendor will work with NPRC to establish concrete deadlines and plans for completion of the scope of work. Implementation is planned for prior to the start of calendar year 2023.

## **F. Proposal Requirements**

In summary, the reply to this request for proposal should include the following:

1. Proposed fees, to include anticipated itemization of costs including implementation, licensing fees, subscription costs, and any other recurring fees, hourly rates for services where applicable, and total cost of the scope identified in this request
2. A demonstration that includes all aspects of this scope of services and capacity of the respective tool
3. Anticipated process and timeline for implementation based on provided timeframe
4. Names of key members who will be assigned to NPRC for customer service needs
5. Preferred payment structure
6. Institution of higher education references, preferably community college references

## **G. Criteria for Selection**

In deciding upon selection of a proposal, the College will consider: (i) cost; (ii) demonstration of CRM and overall user-friendliness, (iii) needs being met by the tool based on scope of services, (iv) process and proposed timeline for implementation; and (v) references. The final decision for selection of a service provider is anticipated by September 30, 2022.

## **H. Submission and Point of Contact**

Proposals should be submitted by mail or email and received no later than August 12, 2022. Submissions will be accepted via

- Email to [lzickefoose@rrcnpa.org](mailto:lzickefoose@rrcnpa.org) or
- Mail to: Northern Pennsylvania Regional College, ATTN: L. Zickefoose; 300 2nd Avenue, Suite 500, Warren, PA 16365.

For more information about NPRC or the services requested in this proposal, please visit <https://regionalcollegepa.org>, or contact Lauren Zickefoose at (814) 230-9010 or [lzickefoose@rrcnpa.org](mailto:lzickefoose@rrcnpa.org).

Sincerely,  
Lauren Zickefoose  
Assistant Director of Community Engagement

**Northern Pennsylvania Regional College**  
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Warren, PA 16365