Request for Information

Organization: Grand Valley State University

Organization Address: 1 Campus Drive, Allendale, MI 49401-9403

Project Name: Non-Credit Professional Development Registration System Modernization

Organization Home Page: www.gvsu.edu

Current Registration System Website: https://noncredit.gvsu.edu/

RFI Coordinator/Contact: Lucas Treadwell, Continuing Education (treadwe1@gvsu.edu)

    Executive Sponsor: Kara Van Dam, Vice Provost

    eLearning Contact: Kim Kenward, Director – eLearning Technologies

    IT Enterprise Applications: Nick Nelson, Director – Enterprise Applications

Date Issued: July 24, 2023

Date Due: September 8, 2023

Overview

Grand Valley State University is a public university with regional locations throughout the state of Michigan. We offer non-credit professional development programming in-person, live-virtual, and self-paced on-demand. We have offered in-person trainings for over 30 years and now seek a new registration system that can support offering more robust self-paced content, increase the number of live events we offer, and centralizing non-credit professional development within our university into one registration and records management system. We currently serve over 4,000 non-credit learners annually, with projections to more than double that number within the next 2-3 years. The central goal for this project is to create a seamless user experience for participants of all ages and technological abilities.

Additional Goals:

- Increase the number of self-paced content offered.
- Maintain current weekly live professional development courses offered (both in-person and via Zoom)
- No delay time between registration and access to course content for self-paced courses. Learners should be able to create an account, register for a course, gain access to the content (via Blackboard), and receive a certificate of completion or badge without any staff interaction nor delay time.
- Expand use of our non-credit registration and LMS platform to the entire university, centralizing non-credit professional development offerings and records.

New System Requirements:

- Integrations/Administration/IT:
    - Integration with Blackboard Ultra LMS – API integrations preferred.
    - Integration with Banner and Workday – API integrations preferred.
    - Integration with Credly – API integrations preferred.
    - Ability for sub-group administration – Ex: Individual departments across campus with differing access levels, only able to see/manage their own courses.
    - Historical data migration from current/old registration and records system.
    - Single Sign-On (SSO) Capabilities (SAML).
- Enrollments:
    - Users create their own account online and self-register for courses.
    - Ability for office staff to register participants, both individual and mass-registrations.
    - Options for selective enrollment – Ability to send a private link to a group of people to enroll in a course without making the course public.
    - Ability to customize information collected upon registration/account creation (professional license number, company/school district, t-shirt size, document uploading, etc.)
    - Contract training options.
    - Ability to create/connect family accounts or company/firm accounts.
    - Ability to enroll someone else into a course – Ex: Manager enrolls their team members.
    - Ability to track attendance & give that access to other groups – Ex: Education department gives attendance access to Continuing Education department for awarding CE Credits.
    - Mobile-device friendly user enrollment experience.
    - Ability for users to see previous trainings – a comprehensive list of everything we have offered within an academic year.
- Payments:
    - Ability to send a link for the user to pay an outstanding balance.
    - Credit card processing (CyberSource).
    - Custom payment options – user payments, company payments, internal funds transfers, etc.
    - Ability to put a credit on user accounts – Ex: Participants cancel but want the refund in an escrow/credit account on their profile.
    - Ability to create and send an invoice through the system.
- Reporting:
    - Ability to track income/expenses – catering costs, instructor payments, scholarships, processing fees, break-even/go no-go, etc.
    - Ability to pull enrollment reports, unique user enrollment reports, etc.
    - Ability to extract data to data warehouse/lake platform for additional reporting.
    - Certificate of completion & transcripts – ability for certificate of completion to be immediately available after completion of self-paced courses, and/or emailed/adaptively-released to the participant's profile for live courses.
- Marketing/Communication:

- o Custom catalog for each content group with unique URL & webpage: Social Work, Education, Business, etc.
- o Ability to extract user email addresses by interest area for marketing emails, or ability to send mass marketing emails through the system by category (Ex: Send a marketing email directly to those interested in Teacher Education programming).
- o Ability to generate mailing lists that exclude "DO NOT MAIL" names, or automatically exclude those individuals from internal system marketing emails.
- o Ability to send emails through the system to course participants, including attachments (certificates/invoices/parking passes, etc.).
- o Ability to use a drag-and-drop editor to customize emails, certificates, reports, and rosters, including ability to add images, import fonts, and use correct color according to institutional marketing requirements.
- o Ability to save templates that remember correct colors, fonts, frequently used images.
- o Mobile-device friendly email communications.

Information Requested

1) Which of the above can be done with your system?
2) How much time will be needed to implement this new system?
3) What internal university staff would be needed for this transition?
4) What internal university staff would be needed to support this system? What initial and ongoing support will be provided by your organization?
   a. Does your organization offer a technical support center for our student users? Staff users? Or would that be our internal IT department's responsibility?
5) Do you offer pilot testing?
   a. Are we able to gain access to a test system prior to committing to your product?
6) What are your typical contract lengths? (No commitment, annual, 3-years, 5-years, etc.)
   a. What is the process if we do not get the services we expect? Is there an opt-out or are we locked in?
7) What consultative services do you offer included with this product?
   a. Ex: Strategic partnerships, addressing our immediate needs and gaps, consistent touch bases advising us on advances in the technology, best practices we should consider, quarterly/annual success reporting, etc.
8) What is the initial and ongoing cost?
9) Please include references for similar sized institutions we could contact.
10) GVSU reserves the right to conduct discussions, request additional information and accept revisions from any vendor RFI responses received.
11) Please included any additional information you would like to share regarding this RFI on items that might not have been asked or addressed in this document but could be important to your overall response.
12) Please include a primary point of contact for sales and implementation questions.

Response Expectations

Please send responses to Lucas Treadwell via email by **September 8, 2023**: treadwe1@gvsu.edu.

Please include your organization's primary point of contact for sales and implementation for follow-up questions and information on how to schedule a demonstration of your product.

We appreciate your time, and please contact Lucas Treadwell with any questions or clarifications.