

LAKE LAND COLLEGE

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5001 LAKE LAND BLVD.
MATTOON, IL 61938
LAKELANDCOLLEGE.EDU

REQUEST FOR PROPOSALS
FOR
ENROLLMENT MANAGEMENT CONSULTANT FIRM

PROPOSALS DUE: September 27, 2019

Request for proposals for an Enrollment Management Consultant Firm

Lake Land College (LLC) is seeking an experienced firm to guide us in developing and implementing a Strategic Enrollment Management system. The College has determined that a long-term planning process is critical in order to maximize enrollment and retention, enhance student success, meet our fiscal requirements and fulfill our mission.

Proposals will be accepted until 4:00 P.M. (Central), Friday, September 27, 2019. Please see response instructions below:

Submit one (1) printed proposal with original signatures. Whether by mail, FedEx, UPS, courier, or personal delivery, please send the sealed proposal to the following:

Lake Land College District 517
Attention: Beth Gerl, Vice President of Student Services
5001 Lake Land Boulevard
Mattoon, IL 61938

The sealed envelope must be clearly marked: **RFP: Enrollment Management Consultant**

All mailed, couriered or delivered submissions must reach this address on or before 4:00 P.M. (Central), Friday, September 27, 2019. The College shall not be responsible for late delivery of a proposal under any condition. Late proposals will not be accepted, and will be returned unopened, regardless of postmark or date of origin.

Questions can be directed to:

Beth R. Gerl
Vice President for Student Services
bgerl@lakelandcollege.edu
217-234-5250

After the RFPs have been reviewed, finalists will be chosen for an extensive interview process.

Project Scope

The successful firm's Enrollment Management Plan will include, but is not limited to, the following aspects:

- Develop strategies to improve all aspects of the recruitment process that serves multiple constituency groups
- Evaluate and determine recruitment strategies for the 1/3 of in-district high school graduates currently not pursuing higher education opportunities
- Assist the college in operationalizing data collection for all aspects of the enrollment management plan
- Identification of the factors, whether fiscal, geographic, or others, from available data sources, that lead to a student decision behavior
- Evaluation of the regional higher education landscape in the State of Illinois and the various enrollment incentive programs offered coupled with recommendations to best compete against these incentives
- Evaluate current retention practices and early alert intervention to develop new strategies that includes all stakeholders including staff, faculty and administrators
- Evaluate all aspects of the admissions organizational structure, day to day operations and optimization of office space, to meet the College's recruitment and retention goals
- Evaluate recruitment marketing materials and efforts as they pertain to various perspective student populations
- Assess current in-district high school and local business admissions partnerships to determine strengths and weaknesses
- Review current LLC scholarship/tuition incentives to determine effectiveness in recruitment and retaining current students
- Determine why current students choose to stay or leave and identify specific areas of strength and weakness to improve student success and retention
- Evaluate current recruitment and retention software coupled with the ability of staff to fully utilize its capabilities to determine effectiveness and future needs
- Review the recruitment, application and new student advising processes through the lens of various perspective student populations

Method of Award

- Awards for goods and services will be made to the bidder(s) providing the most comprehensive and responsive proposal that provides the best overall value to the College. The College reserves the right to reject any or all proposals and is not bound to accept the lowest-cost proposal if that proposal is not in the best interest of the College. In making an award, factors such as the firm's service capability, integrity, responsiveness, reputation and past performance will be thoroughly examined.

Proposal Evaluation Criteria and RFP Deliverables

- Economic Costs and Benefits: Overall price and cost efficiency of purchase
- Demonstrated success with other institutions in reaching established enrollment and retention goals
- Demonstrated clear and effective trade-off options presented for consideration, re-tooled based on customer feedback, and refined until an optimal, customized approach was finalized.
- A demonstrated consultative relationship throughout the entire consulting process including regular meetings both on and off-site as necessarily deemed by Lake Land College
- Demonstrated effective analysis, metrics, outcome projections and data, reported throughout the process
- Demonstration of an effective prospective student predictive model that lead to efficiencies and enrollment success for a two-year higher education institution
- Detailed description of the approach, methodology, and project structure to be used to satisfy the College's project scope and objectives
- Firm experience and qualifications
- Proposed timeline reasonableness and responsiveness to project's intended outcomes
- Relevant references and feedback from submitted references