



REQUEST FOR PROPOSAL ADDENDUM #1

RFP NO.: RFP-0211
ADDENDUM NO.: 1
RFP ISSUE DATE: February 15, 2019
ADDENDUM DATE: February 26, 2019
OPENING DATE: March 6, 2019
TITLE: Short Message Texting Software (SMS)

The following information is provided in response to questions received from potential Offerors:

1. What are your texting goals? To increase persistence, graduation rates, enrollment, etc.?
 - a. **KCTCS has student and organizational goals that align to support one another. We seek to:**
 - i. **Improve student success during various segments of the student lifecycle as indicated by increasing student engagement through texting.**
 - ii. **Increase the number of colleges that opt-in to use texting as an important engagement strategy.**
2. Does KCTCS envision this SMS solution as a 1-way communication for alert/notification purposes or a 2-way communication to drive student response and engagement?
 - a. **KCTCS envisions the platform as having both one-way and two-way functionalities.**
3. What specific use cases and departments does KCTCS have in mind?
 - a. **Admissions, Advising and Career Advising, Financial Aid, Facilities, Public Safety/Emergency Management, Registration and Orientation, Behavioral Intervention, Conference and Events, Billing (Business Office), Internal Uses for Human Resources**
4. Will these use cases be the same for all colleges within KCTCS or will they vary from college to college?
 - a. **For system level campaigns, there is an expectation that the identified functional areas would be the same for all colleges within KCTCS. At the college level, the extent of use will vary by college depending on adoption by their individual departments**
5. Is there a desire to have each staff member who is texting have their own phone numbers? Or would it be preferable to have separate phone numbers for each college? Each department within each college?
 - a. **We would prefer to use our own phone numbers rather than short codes via masking.**

6. Will each college operate independently, will there be a central KCTCS team that oversees SMS communication for all colleges, or some combination of the two? Can you please elaborate on the organization structure you are envisioning operationally and implementation-wise?
- a. Some combination of the two? Major campaigns/events will be organized and released from the System Office. Local and college specific events will be released and manage at the college level.**
7. Will this be adopted system-wide, or on a per school basis? Should pricing and implementation plans reflect a single project timeline or have the flexibility to pick and choose which schools / departments to adopt the solution in?
- a. This will be adopted system-wide to include pricing etc.**
8. Is there a plan for system-wide adoption? Do you envision a phased rollout across campuses or will all campuses launch concurrently? Are there campuses that will pilot it or milestones/timelines that vendors should be aware of?
- a. A plan will be developed for system-wide training, launch that may include a phased in approached.**
9. You mention several systems (Campus Management Radius, Hobsons Starfish, Civitas illume, and Blackboard Learn) that we may integrate with and use data from. Are these systems central to KCTCS or will each college require separate integrations?
- a. The systems are systems central to KCTCS.**
10. What is your distribution of students by college? By campus?
- a. KCTCS Student Enrollments – Fall 2017**

College	Enrollment Headcount
Ashland	2,603
Big Sandy	4,347
Bluegrass	4,287
Elizabethtown	7,146
Gateway	4,202
Hazard	3,305
Henderson	1,490
Hopkinsville	2,640
Jefferson	12,259
Madisonville	3,404
Maysville	3,495
Owensboro	3,789
Somerset	5,905
Southcentral	4,289
Southeast	3,229
West KY	6,099
TOTAL	77,680

Source: KCTCS Fact Book (2019). We are unable to calculate by campus.

11. How many users do you expect to have access to the messaging solution? per college? per campus?
- a. This will vary by college. We estimate 5-10 users per college. Other information is yet to be determined.**

12. How many texts are you expecting will be sent out per year/per month?
- For 2017-2018 academic year KCTCS sent more than 620,000 text messages to *current* students. Approximately 500,000 were completed. We anticipate the volume will multiple in the future with the advent of a more robust system.**
13. In Section 9.A.1 you state to “Describe your platform’s ability to deliver mass-volume campaigns to a minimum of 80,000 students?” Are these texts all being sent at the same time?
- Yes, it could be all or partial. There will be times in which we will have a need to send to all 80K students.**
14. How many students will be receiving text messages? How often?
- It depends on the event/campaign or broadcast. It is important to also acknowledge that volume is a function of the campus level buy-in.**
15. Is the intent to add text capabilities to existing phone numbers in use by KCTCS schools, or could new virtual numbers be used?
- Each vendor has its own capabilities and KCTCS would expect each vendor to demonstrate and justify their expertise. We believe however that virtual numbers would be acceptable.**
16. Has KCTCS evaluated, piloted, or been demoed any vendors that provide this or a similar service? If so, which vendor(s)?
- KCTCS has conducted a RFI from several vendors to learn more about this type of platform solution.**
17. What type of data and statistics is KCTCS looking for to measure the effectiveness of the texting program?
- We would anticipate the vendor to provide at minimum the following use data: Link clicks, Attachment clicks, Open rates and bounce rates.**
18. What does KCTCS’s desired training program look like?
- Train the trainer that would facilitate the need to customize the training to meet group and individual needs. Develop subject matter expertise by a central system administrator at the System Office who will then train additional subject matter experts at each college.**
19. In Section 9.A.11 you ask us to describe our ability to integrate with various social channels. Are there any channels, in particular, that would be of interest to KCTCS, such as Apple Business Chat, Google My Business, Facebook Messenger, WhatsApp or live web chat?
- KCTCS will rely on vendors to demonstrate their capabilities as well as the value of this level of integration. It might be important to understand specifically how the solution integrates with Facebook, Live Web Chat.**
20. Have you trialed or do you currently have a texting solution in place? If so, with whom?
- KCTCS currently uses School Messenger for non-emergency and emergency messaging. The system is configured for one-way messaging only. Also, if students opt-out they receive no text messaging, which informs rationale for current RFP.**

21. Are you interested in bundling texts with voice or email communications?
a. Current platform includes this. We may need to negotiate this with the selected vendor.
22. Will all campuses be involved in the texting program or will they be opting in? If they are opting-in how will that process work?
a. All colleges will be involved, however adoption and utilization may vary from college to college. KCTCS will work with the vendor to create an awareness and training program that helps colleges understand the tool and how to use it.
23. Is there interest in texting staff or alumni as well as prospective and enrolled students? If so, how many within each group?
a. We are unable to elaborate about this at this time.
24. Does KCTCS require the ability to complete all activities related to organizing messages and sending them out in the texting solution? For example, should the solution have the functionality to filter students based on characteristics within the solution or is it acceptable to have to filter students manually in a spreadsheet and then upload them every time a mass message needs to go out?
a. Automation via Integration from 3rd party platforms (Radius, PeopleSoft, etc.) would be ideal. We would strongly prefer a solution with filtering and audience building built into the platform.
25. When scheduling a message to go out in the future, would KCTCS like to have a calendar to see all forward scheduled messages?
a. Yes.
26. Is KCTCS interested in short code (six-digit) texting or long code (ten-digit phone numbers)?
a. Long code for personalization and at least one short code.
27. Is there a preferred method of how KCTCS would like to be notified of new messages coming in?
a. Notice within the solution is preferred.
28. Could KCTCS please elaborate on what you are looking for in section D.3?
a. Describe how your software platform will integrate with Campus Management Radius CRM.
29. Does KCTCS have existing ways or preferred ways of created synergies system wide?
a. With messaging, the ability to have a similar template for messaging.
30. Is KCTCS open to payments others than monthly? For example, annual fees upfront.
a. KCTCS highly prefers to not proceed with up-front payments.
31. Are the Purchase Order and Direct Deposit forms required with the proposal or can they be completed when the vendor of choice is selected?
a. This information is requested to be completed upon submission.

All other terms, conditions & specifications remained unchanged.

Offerors must acknowledge receipt of this and any addenda either with proposal or by separate letter prior to award of contract. If by separate letter, the following information should be placed in the lower left hand corner of the envelope:

RFP No.: RFP-0211
Title: Short Message Texting Software (SMS)
Opening Date: March 6, 2019 @ 4:00 PM EST

Name of Firm: _____

Signature: _____