

## Notice of Request for Proposals

### Educational Services RFP No. 1111

Notice is hereby given that Pathways College, Inc. (hereinafter referred to as “**PCI**”) is requesting proposals for a provider of Online Program Management Services (hereinafter referred to as “**OPMs**”) to assist PCI with operation of its workforce certification program delivered online or in a hybrid (online/onground) delivery model.

Proposers should not construe from this notice that PCI intends to enter into a contract with the OPM unless, in the opinion of PCI, it is in the best interest of PCI to do so. PCI reserves the right to negotiate final contractual terms with the successful OPM.

The Request for Proposal (RFP) documents are available at Pathways College - website at [www.pathwayscollege.org/rfp](http://www.pathwayscollege.org/rfp)

To request the RFP documents by email, please contact:

**Melinda Lester, EDD, Chief Academic Officer**  
**320 N. Halstead Street, Suite 215 - Pasadena, CA 91107**  
[RFP@pathwayscollege.org](mailto:RFP@pathwayscollege.org) - Phone #: (626) 808-6346

PCI will record and provide answers on its website to any questions or requests for clarifying information about the RFP during the question and answer period. All questions or requests for clarifying information about the RFP are due by: **Wednesday, June 10th, 2020** via email to Melinda Lester, Chief Academic Officer at [RFP@pathwayscollege.org](mailto:RFP@pathwayscollege.org).

Proposers must submit written proposals via email to Melinda Lester, Chief Academic Officer at [RFP@pathwayscollege.org](mailto:RFP@pathwayscollege.org).

Proposers may pre register to receive any changes or updates made to the Request for Proposal by email. To pre register, please complete the following registration form <https://www.surveymonkey.com/r/2PXCZ6S> .

### “**Proposal –Educational Services [RFP No. 1111]**”

PCI will accept all proposals received on or before **June 22nd, 2020 by 5:00pm**. PCI will not accept proposals that are received after the deadline.

PCI reserves the right to reject any or all proposals, and to waive any errors or corrections in a proposal or in the proposal process. PCI will award the contract based on a review and analysis of the proposals that determines which proposal best meets the needs of PCI. Following the review and analysis of all responsive proposals, PCI staff will make a recommendation to the PCI Board of Directors at a duly noticed board meeting.

**REQUEST FOR PROPOSAL for  
ONLINE PROGRAM MANAGEMENT SERVICES**

**RFP No. 1111**

by

**Pathways College, Inc.**

EMAIL ALL PROPOSALS TO:

Melinda Lester, Chief Academic Officer - [RFP@pathwayscollege.org](mailto:RFP@pathwayscollege.org)

**Request for Proposal****Table of Contents**

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**Background Information**

Pathways College is an affordable continuing education resource focused on providing a quality, four-year degree as well as robust certificate programs to prepare adult learners for new careers. Current certificate course offerings include: Basic Guard Card, Armed and Unarmed Security Officer Training, Customer Service Academy, Guest Service Gold Customer Service, Blueprint for Workplace Success, Human Resources Academy, and Construction Pre-Apprenticeship. With a commitment to student success, Pathways college is determined to help students join or return to the workforce by securing employment in growing, in-demand and well-paying industries.

## **Purpose of Solicitation**

The purpose of this RFP is to enter into a contract with an OPM that will provide PCI with assistance in the operation of its workforce certificate programs. The OPM will provide services to PCI as described in RFP Attachment D, Scope of Work Narrative.

Through this RFP, PCI seeks to promote maximum open and free competition. Outlined below are criteria of the competitive bidding standards PCI will use in the issuance of this RFP including but not limited to:

1. PCI is soliciting competitive proposals in order to secure public objectives in the most effective manner and avoid the possibilities of fraud, collusion, other improprieties, or appearance of impropriety.
2. PCI released this RFP to benefit PCI and not the Proposers.
3. Fulfillment of RFP specifications is based on full and fair competition and acceptance by PCI of the Proposer who meets PCI's requirements, as determined by PCI when evaluating proposals based on the criteria contained in the RFP.
4. The RFP provides a basis for full and fair competition among Proposers to a common standard.

To respond to this RFP, interested OPMs must thoroughly demonstrate the ability necessary to meet the requirements stated in this RFP. PCI will measure this evidence by scoring the proposals using a point system that will rank each proposal from highest to lowest, to determine which proposals they will consider for the award of a contract.

To be competitive in this solicitation, the Proposer must:

1. Carefully read the entire RFP, attachments, and PCI responses to questions posted on the website before submitting a proposal.
2. Ask appropriate questions or request clarification before the deadline in the RFP.
3. Submit all required responses by the required deadlines.
4. Follow all instructions and requirements of the RFP thoroughly and appropriately.

If a Proposer discovers any ambiguity, conflict, discrepancy, omission, or other errors in this RFP, the Proposer shall immediately notify PCI of the error in writing and request clarification or a modification of the RFP. If the Proposer fails to notify PCI of the error prior to the date for submission of proposals, and is awarded the contract, the Proposer shall not be entitled to additional compensation or time by reason of the error or its later correction.

**Schedule of Events for RFP No. 1111**

| <b>EVENT</b>                               | <b>DEADLINE</b>                          |
|--|--|
| Pre Registration                           | <b>Prior to Proposal Submission Date</b> |
| Release of RFP                             | <b>Monday, June 8th, 2020</b>            |
| Proposer Question Submission Deadline      | <b>Wednesday, June 10th, 2020</b>        |
| Anticipated date that PCI Provides Answers | <b>Monday, June 15th, 2020</b>           |
| Deadline for Submission of Proposal        | <b>Monday, June 22nd, 2020</b>           |
| Proposals Evaluated                        | <b>Monday, June 29th, 2020</b>           |
| Anticipated Board Meeting                  | <b>July 2020</b>                         |
| Anticipated Contract Award Date            | <b>July 2020</b>                         |

PCI will make every effort to adhere to the schedule. However, PCI reserves the right to amend the schedule, as necessary, and will post a notice of said amendment at: [www.pathwayscollege.org/rfp](http://www.pathwayscollege.org/rfp)

## General Instructions for Proposers

***\*Due to current Covid-19 restrictions, all proposals must be submitted via email to the contact person named in the “Contact Information” provided on page 2 of this RFP.***

1. Provide a straightforward, concise description of the Proposer’s capability to satisfy PCI requirements. Emphasis should be placed on completeness and clarity of content.
2. Submit a proposal for the performance of all the services described within this RFP.
3. PCI may reject a proposal if the proposal is conditional or incomplete, deemed non responsive, or if it contains any alterations of form or other irregularities of any kind. PCI may reject any or all proposals or waive any immaterial deviation in a proposal. PCI’s waiver of an immaterial deviation shall in no way modify the RFP document or excuse the Proposer from full compliance with all other requirements if awarded the contract.
4. Proposers are responsible for the costs of developing proposals, and shall not charge PCI for any preparation costs.
5. Proposers may modify their proposal after submission by withdrawing the original proposal and resubmitting a new proposal prior to the submission deadline.
6. Proposers may withdraw their proposal by submitting a written withdrawal request to PCI, signed by the Proposer or their authorized agent, to the attention of the contact person named in the “Contact Information” provided on page 2 of this RFP. Thereafter, a Proposer may submit a new proposal prior to the proposal submission deadline. Proposers may not withdraw their proposal without cause after the proposal submission deadline.
7. PCI may modify the RFP prior to the date given for submission of proposals by posting an addendum to [www.pathwayscollege.org/rfp](http://www.pathwayscollege.org/rfp). Proposers who have pre registered will be notified via email of any changes or updates. Proposers may pre-register here: <https://www.surveymonkey.com/r/2PXCZ6S>
8. PCI reserves the right to reject all proposals for any reason and at PCI’s discretion. PCI is not required to award a contract.
9. PCI will not consider more than one proposal from an individual, firm, partnership, nonprofit, corporation, or association under the same or different names. Reasonable grounds for believing that any Proposer has submitted more than one proposal for work contemplated herein will cause PCI to reject all proposals submitted by the Proposer. If there is reason to believe that collusion exists among the Proposers, PCI will not consider any of the participants of such collusion in this or future solicitations.
10. PCI will not consider a joint proposal submitted by two or more entities.
11. All proposals shall include the forms provided as attachments to this RFP. Proposers may copy these forms. A proposal is considered responsive if it follows the required format, includes all attachments, and meets all deadlines and other requirements outlined in this RFP.

12. PCI shall not accept proposals after the submission deadline specified in the RFP and shall return the unopened late proposals to the respective Proposers.

13. Proposers are responsible for examining the entire RFP package, seeking clarification for any item or requirement that may not be clear to them, and checking all responses in their proposal for accuracy before submission.

14. Proposers may submit their questions regarding the information presented in this RFP to Melinda Lester, Chief Academic Officer at [RFP@pathwayscollege.org](mailto:RFP@pathwayscollege.org) on **Wednesday, June 10th, 2020**. PCI will answer all questions received by the deadline in writing without exposing the query source. This will be the sole process for asking and answering questions regarding this RFP. Proposers may not contact PCI employees directly to ask questions.

15. PCI representatives reserve the right to inspect a Proposer's operations prior to any award of a contract.

16. PCI reserves the right to negotiate the final terms and conditions of the contract, which may differ from those contained in the proposal, provided PCI considers such negotiation to be in its best interest.

17. PCI reserves the right to retain all submitted proposals, which shall then become the property of PCI. PCI has the right to use any or all ideas presented in the proposal without any change or limitation. Selection or rejection of a proposal does not affect these rights.

18. The proposal shall include the proposer's best terms and conditions. Submission of the proposal shall constitute a firm and fixed offer to PCI that will remain open and valid for a minimum of 180 calendar days from the submission deadline.

## Proposal Requirements

To be eligible for evaluation, a proposal must adhere strictly to the format set forth below; failure to do so may result in disqualification. Proposers must complete, label, and separate each section, and number all pages. Submit all proposals via email to the named person in the “Contact Information” provided on page 2 of this RFP.

The content and sequence of the proposal will be as follows:

1. Cover Letter
2. Proposal Contents Checklist
3. Minimum Qualifications
4. Statement of Qualifications Narrative
5. Scope of Work Narrative
6. Authorization Agreement
7. Fee Proposal

### 1. Cover Letter

Only the individual(s) authorized to bind the Proposer contractually may sign the cover letter, which shall be part of the proposal package. The cover letter must include the following information:

- a. Name and address of Proposer
- b. Organizational structure of the responding company (*e.g.*, corporation, nonprofit, partnership, etc.)
- c. Proposer’s Federal Employee Identification Number and Corporate Identification Number, if applicable
- d. Name, title, phone number, and e-mail address of the representative who will be designated as the primary liaison to PCI
- e. Name, signature, title, phone number, and e-mail address of the representative(s) authorized to bind the Proposer in a contract if different from the primary liaison
- f. A statement expressing the Proposer’s willingness and ability to perform the services, meet benchmarks, and demonstrate measurable outcomes as described in this RFP. This shall include a description of the availability of staff and other required resources.
- g. A statement regarding the Proposer’s proprietary information. If applicable, the Proposer must clearly mark in the upper right hand corner those pages to be considered proprietary.
- h. The following certification:

By signing this cover letter, I (we) certify that the information contained in this proposal is accurate and that all attachments required to be submitted as part of the proposal are true and correct.

## **2. Proposal Contents Checklist**

Immediately following the cover letter, include the Proposal Contents Checklist (Attachment A) that lists all submitted proposal sections, subsections, attachments, and materials.

## **3. Minimum Qualifications**

PCI will only consider Proposers that **meet all minimum qualifications** (Attachment B).

## **4. Statement of Qualifications Narrative**

The Statement of Qualifications Narrative (Attachment C) is intended to provide PCI with specific information concerning the Proposer's capability to provide services as described in this RFP. Proposers should limit their responses to four pages and answer each question in the same order.

## **5. Scope of Work Narrative**

The Scope of Work Narrative (Attachment D) will provide PCI information on the Proposer's understanding of the services to be provided and plan to carry out these functions. Proposers should limit their responses to five pages and answer each question in the same order.

## **6. Authorization Agreement**

The Proposer or their authorized representative must sign the Authorization Agreement (Attachment E) and return it with the proposal package.

## **7. Fee Proposal**

The Proposer must complete the Fee Proposal (Attachment F) and return it with the proposal package.

## Evaluation of Proposals

Proposals will be opened on or after the date specified in the Schedule of Events. During the evaluation process, PCI may ask Proposers to clarify information in the proposals, but Proposers may not change their proposals.

An error in the proposal may cause PCI to reject that proposal; however, PCI may, at its sole discretion, retain the proposal and make certain corrections. When determining if a correction will be made, PCI will consider the conformance of the proposal to the format and content required by the RFP and that the Proposer's intent is clearly established based on review of the whole proposal.

PCI will open proposals to determine if they contain all the required information in accordance with this RFP. PCI will evaluate qualifying proposals using the following criteria:

1. Administrative Requirements: did the Proposer include all required information in accordance with the General Instructions and Proposal Requirements? **5 points**
2. Did the Proposer demonstrate experience with and an understanding of the organization's needs as described? **10 points**
3. Based on the responses to the Cover Letter, Statement of Qualifications, and Scope of Work Narratives, did the Proposer demonstrate a complete understanding of PCI's service requirements, as described in the RFP? **10 points**
4. Does the Proposer's leadership have the requisite capability and experience, years in the industry, relevant program management experience, number of other schools served, client retention and satisfaction? **10 points**
5. Does the proposal offer costs that are reasonable, allowable, necessary, and competitive, as measured by a review of the fee proposal, the program design, and its standing as compared to all other proposals? **15 points**

### **TOTAL POINTS - 50**

PCI will score and rank selected proposals by assigning a score between zero and the maximum score to each proposal criterion. The highest scoring Proposer will be recommended for selection; however having the highest score does not necessarily guarantee selection.

## Attachment A

**Proposal Contents Checklist**

Please complete this checklist to confirm that the items listed below have been included in your proposal. Fill in the page numbers to create a useful table of contents. For your proposal to be considered, all required attachments must be returned, including this checklist. Submit one copy of your proposal in a sealed package.

Proposer Company Name: \_\_\_\_\_

Page #

- |   |                |
|---|----------------|
| 1. Proposal Contents Checklist (Attachment A)           | _____ of _____ |
| 2. Cover Letter   | _____ of _____ |
| 3. Minimum Qualifications (Attachment B)                | _____ of _____ |
| 4. Statement of Qualifications Narrative (Attachment C) | _____ of _____ |
| 5. Scope of Work Narrative (Attachment D)               | _____ of _____ |
| 6. Authorization Agreement (Attachment E)               | _____ of _____ |
| 7. Fee Proposal (Attachment F)                          | _____ of _____ |

## Attachment B

**Minimum Qualifications**

A Proposer must meet all of the following minimum qualifications to PCI's satisfaction to be given further consideration. Failure to satisfy any of the minimum qualifications may result in the immediate rejection of the proposal.

Both the Proposer's company and its key personnel currently meet all of the following minimum qualifications:

1. The Proposer has experience with providing non-traditional educational services.

Yes \_\_\_\_\_ No \_\_\_\_\_

2. The Proposer has knowledge and experience working with online training programs and higher education institutions.

Yes \_\_\_\_\_ No \_\_\_\_\_

3. The Proposer has a track record of providing workforce certification programs in educational settings.

Yes \_\_\_\_\_ No \_\_\_\_\_

## Attachment C

**Statement of Qualifications Narrative**

The Statement of Qualifications Narrative is intended to provide PCI with specific information concerning the Proposer's capability to provide services as described in the RFP. Please be as concise as possible and limit your responses **to no more than four pages total. Use 12 point font, Times New Roman or Arial, one inch margins, and single spacing. Type each question in the same order as listed in this RFP.**

1. Provide a general description of your company's qualifications and experience providing non-traditional education services, particularly to underserved populations, relevant to the minimum qualifications in Attachment B.
2. Provide a statement indicating the year your company was founded; your mission statement, and what the primary business(es) of the company is(are). Discuss your organization's history providing Online Program Management Services or similar services to educational entities.
3. Provide a general description of your company's experience with implementing major new initiatives in training and higher education institutions. Address specific experiences with transitioning to or enhancing online/hybrid learning. If the Proposer has no specific experience delivering online or hybrid training programs instruction, what experiences does the organization have that demonstrates its capabilities to do so?
4. Provide a complete list of organizations or schools that have discontinued or terminated your company's services in the last five years and the reason(s) why.
5. Provide an organization chart for your company, a description of the lines of communication, and the responsibilities of key positions.
6. Provide a description of activities and a timeline that describes the steps the Proposer will take to begin providing the services described in this RFP.

## Attachment D

### Scope of Work Narrative

The Scope of Work Narrative is intended to provide PCI with specific information concerning the Proposer's plans to provide services as described in the RFP. Address each function in the scope of work and label accordingly. Please be as concise as possible and limit your responses **to no more than five pages total. Use 12 point font, Times New Roman or Arial, one inch margins, and single spacing. Type each question in the same order as listed in this RFP.**

#### Section A - Marketing and Outreach

Please explain your organization's strategy on marketing and outreach (recruitment). Describe your experiences with federal and private grant management and funding. List the funding sources you have connected to your partner institutions and compliance measures you have followed. What is your process for employer engagement in your outreach (recruitment) process?

- a. Community marketing and outreach
- b. Grant management (writing) and funds development
- c. Grant compliance
- d. Records Maintenance

#### Section B- Operations

Describe your curriculum development strategy and the implementation of new certificated programs in high growth occupation sectors. How do you maintain student and employer engagement? What are your success tracking mechanisms for course participants?

- a. Curriculum and professional development in collaboration with industry professionals in high growth sectors
- b. Scheduling of courses
- c. Distribution of course materials
- d. Instructor hiring and training
- e. Student advisement, retention and job placement
- f. Customer Relationship Management (CRM)
- g. Vendor procurement and negotiations

#### Section C- Job Readiness/Employment

Describe your commitment to employability and strategies used to ensure course participants are prepared for the workforce. What is your job placement strategy and success rates? How do you maintain employment retention?

#### Section D- Billing Process

Highlight your policies and tactics for an effective billing management and financial oversight process.

- a. Billing management
- b. Grant billing and Compliance

***Note: OPM must require any individuals with access to confidential student information to complete annual FERPA training***

## Attachment E

**Authorization Agreement**

Request for Proposal for Online Program Management Services RFP No.1111

We, [*Enter Company Name*], by our signature on this document certify the following:

1. That we will operate in accordance with all applicable state and federal laws, regulations, statutes as well as complying with Pathways College standards, policies and procedures.
2. That the terms, conditions, warranties, and representations made within this RFP and our proposal shall be binding upon us and shall be considered a part of the contract as if incorporated therein.
3. That the proposal submitted is a firm and irrevocable offer good for 180 days..
4. That we have made examinations and verifications, and are fully cognizant of all conditions under which services are to be performed for PCI.
5. That negligence in the preparation or presentation of, errors in, or omissions from proposals shall not relieve us from fulfillment of any and all obligations and requirements in the resulting contract.

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Web Site Address: \_\_\_\_\_

Name of Authorized Representative: \_\_\_\_\_

Title of Authorized Representative: \_\_\_\_\_

Signature of Authorized Representative \_\_\_\_\_

Date Signed: \_\_\_\_\_

## Attachment F

## Fee Proposal

**COST BREAKDOWN****Proposer Instructions**

- Provide a breakdown of all costs included in the fixed price, including personnel costs.
- Clearly identify all costs

| Item #             | Description of Services | Annual Cost |
|--------------------|-------------------------|-------------|
| 1.                 |                         | \$          |
| 2.                 |                         | \$          |
| 3.                 |                         | \$          |
| 4.                 |                         | \$          |
| 5.                 |                         | \$          |
| 6.                 |                         | \$          |
| 7.                 |                         | \$          |
| 8.                 |                         | \$          |
| <b>GRAND TOTAL</b> |                         |             |

**Pathways College, Inc.****Request for Proposal Addendum****Educational Services RFP No. 1111****Addendum Issue Date: July 1, 2020**

**Contact Information:**        **Melinda Lester, EDD, Chief Academic Officer**  
**320 N. Halstead Street, Suite 215 - Pasadena, CA 91107**  
[RFP@pathwayscollege.org](mailto:RFP@pathwayscollege.org) - Phone #: (626) 808-6346

**1. Purpose of this Addendum**

Pathways College Inc. is issuing this addendum to the Request for Proposal, No. 1111 due to a technical error in the email used for proposal submissions.

**2. RFP Changes**

Revised Schedule of Events for RFP No. 1111

| <b>EVENT</b>                               | <b>DEADLINE</b>                          |
|--|--|
| Pre Registration                           | <b>Prior to Proposal Submission Date</b> |
| Release of RFP                             | <b>Friday, July 6, 2020</b>              |
| Proposer Question Submission Deadline      | <b>Tuesday, July 9, 2020</b>             |
| Anticipated date that PCI Provides Answers | <b>Thursday, July 10, 2020</b>           |
| Deadline for Submission of Proposal        | <b>Monday, July 15, 2020</b>             |
| Proposals Evaluated                        | <b>Monday, July 22, 2020</b>             |
| Anticipated Board Meeting                  | <b>August 2020</b>                       |
| Anticipated Contract Award Date            | <b>August 2020</b>                       |

**3. General Instructions**

This Addendum constitutes an integral part of the RFP and is to be read in conjunction with the RFP. Unless specifically changed by this Addendum, all other requirements and provisions of the RFP remain unchanged.