University of Southern Indiana
Advancement CRM Software to Replace
Banner Advancement Module

REQUEST FOR PROPOSAL

Issue Date: 1-29-2020

DUE DATE: 2-28-2020 / 2PM/Local Time

SECTION I: COMPANY INFORMATION, EXPERIENCE, AND REFERENCES

1. Founded in 1965, the University of Southern Indiana (USI) is a public institution that enrolls over 10,000 dual credit, undergraduate, and graduate students in more than 130 areas of study. The University has over 44,000 alumni. The total record count in its current Banner Advancement database is slightly over 100,000 records.

   USI is seeking an application to support its development and alumni relations operations. The successful respondent will be expected to have expertise and demonstrated experience in designing and implementing a CRM solution that addresses needs across higher ed while focusing on our development and alumni relations areas. The solution should support streamlined gift entry processes, prospect and moves management, and enrich the donor lifecycle management process. Additionally, support and full integration with the Ellucian Banner system is required.

2. Please provide company information:

A	Legal name of company	
B	Operating name of company	
C	Headquarters' street address, city, state, zip code	
D	Mailing address, city, state, zip code (if different from headquarters' address)	
E	Name of primary sales representative	
F	Email of primary sales representative	
G	Phone number of primary sales representative	
H	Name of secondary sales representative	
I	Email of secondary sales representative	
J	Phone number of secondary sales representative	
K	Year company was established	
L	Number of offices	
M	Total number of employees	
N	Total number of full-time customer service and/or technical support representatives	
O	Total number of full-time training representatives	
P	Average tenure of employees with company	

3. Has the company been involved in a merger or been acquired by another business entity in the past? If yes, please provide details including the year, name of business(es) involved, and how customer relationships were maintained throughout the transition.

4. Is the company currently for sale or involved in any transaction to expand through acquisition or merger, or to be acquired by another business entity? If yes, provide a statement explaining the impact both in organizational and directional terms.

5. Does any relationship exist, whether by relative, business associate, capital funding agreement or any other such kinship, between the company and any employee of USI? If yes, provide a statement of disclosure. All such disclosures will be subject to administrative review and approval prior to entering into any contract with USI.

6. Does the company agree that the submitted proposal contains accurate information, constitutes an offer to USI, and shall be valid for a period of 180 calendar days after the date of submission?

7. Please provide a brief history of the company (in 250 words or less).

8. Please provide primary strengths that differentiate the company from competition (in 250 words or less).

9. Please provide the number of total customers and the number that are in production mode.

10. Please provide a listing of your current higher education customers.

11. How would your largest customer rate its satisfaction with your system and your support versus your smallest customer?

12. Please provide a list of at least three organizational references, preferably other higher education institutions with programs of similar size and scope to USI.

A	**Organization's Name**	
	Headquarters' street address, city, state, zip code	
	Mailing address, city, state, zip code (if different from physical address)	
	Name of primary contact	
	Email of primary contact	
	Phone number of primary contact	
	Customer since (date)	
	Approximate number of programs per year	
	Approximate number of participants served per year	

B	**Organization’s Name**	
	Headquarters’ street address, city, state, zip code	
	Mailing address, city, state, zip code (if different from physical address)	
	Name of primary contact	
	Email of primary contact	
	Phone number of primary contact	
	Customer since (date)	
	Approximate number of programs per year	
	Approximate number of participants served per year	

C	**Organization’s Name**	
	Headquarters’ street address, city, state, zip code	
	Mailing address, city, state, zip code (if different from physical address)	
	Name of primary contact	
	Email of primary contact	
	Phone number of primary contact	
	Customer since (date)	
	Approximate number of programs per year	
	Approximate number of participants served per year	

13. Please provide a list of partners your company works with for supplementary needs (e.g., WealthEngine, Evisions, Touchnet, etc.).

SECTION II: SYSTEM SPECIFICATIONS

1. What is the name of the system?

2. Is the system a stand-alone product or does it require the purchase of supplementary systems for full functionality? If so, please indicate the name(s) of the system(s).

3. Is there an ability to demo the system or is a trial version offered?

4. Please indicate the browsers for which the system is compatible.

5. Please indicate the computer platforms for which the system is compatible.

6. Please provide details of Information Security framework standards. Are they verified by a certified external party (SOC 2 Type II, Penetration Testing, ISO Certified)? Outline any applicable regulatory compliance requirements your organization complies with (e.g., HIPAA, GLBA, PCI, GDPR, FERPA, etc.). Has there been any identified or reported information security breach in the last 5 years?

7. Does the application provide a multi-factor authentication capability for any accounts which are not configured for SSO (single sign-on)?

8. Does the application support SSO (single sign-on) authentication? If so, are either Central Authentication Service (CAS) or Security Assertion Mark-up Language (SAML) a supported SSO solution?

9. Please highlight any features of the system that simplify or support the handling of higher education data.

For Sections III through X, please indicate whether the system has the following built-in functionality in its current/present version. Please indicate yes or no for each item. If no, please provide information regarding future functionality plans including launch date.

SECTION III: BIOGRAPHIC/DEMOGRAPHIC DATA

1. Does the system require specific attributes to create a new record (either an individual or an organization)? Please list the minimum ones required.

2. Are nicknames and alternate names allowed and searchable? If yes, are multiple alternate name types available to use (e.g. maiden, legal, etc.)?

3. Is there any automation to maintain address standards and/or check address validity during data entry or in batch processing or is integration with an application such as CleanAddress (by Runner Technologies) supported?

4. Is National Change of Address (NCOA) processing included with the system?

5. Does the system support multiple mailing address, phone number, and email address types (e.g., home address, business address, seasonal address, personal email address, work email address, cell phone, work phone, etc.)?
    a. If yes, can constituents' preferences be changed as needed to meet their requests?
    b. If yes, does the system allow data entry specialists to select which address, phone number, and/or email address is preferred for a constituent?
    c. If yes, does the system allow for multiple preferred addresses, phone numbers, and/or email addresses (e.g., a preferred personal email address and a preferred work email address, etc.)?

6. Does the system allow for "undeceasing" an individual (i.e., an individual was incorrectly flagged as deceased and the mistake needs to be undone)?

7. Does the system have both legal sex and gender attributes (i.e., two separate data fields)? If not, how does your system capture this type of data?

8. Can a constituent have multiple donor categories (e.g., alumni, friend, parent, etc.)?

9. Does the system allow for spouses/partners to be linked? Must all linked individuals have a system ID number or can a spouse/partner be added to an existing record without a system ID number? What occurs if these individuals no longer need to be linked?

10. Does the system allow for multiple mailing name types (e.g., John Smith '19, John '19 and Joan Smith, etc.) on one individual's record?

11. Does the system support multiple salutation types (e.g., John, John and Joan, Mr. and Mrs. Smith, etc.) on one individual's record?

12. Does the system support mailing exclusion codes?

13. Can constituent records be updated to manage their contact preferences (i.e., prefer not to receive solicitations, prefer not to receive email, prefer to receive certain newsletters, etc.)?

14. Can the system store multiple active occupations for one constituent and allow for a preferred occupation?

15. Can relatives (e.g., children, grandparents, etc.) be linked to an individual constituent's record? If so, can relatives be listed on the record with and without a system ID number?

16. Does the system allow activities (e.g., activities involved in as a student, board or committee membership, etc.) with and without a participation date? Does the system allow leadership roles to be assigned with those activities?

17. Does the system have the capability to store college, degree, and major information? If yes, can this be added manually as well as through a batch process?

18. Does the system allow users to select a preferred class year and preferred college when an alumnus(a) has earned multiple degrees from the institution?

19. Is there a way to indicate if a business is out of business?

20. Can the system store multiple contact name types for an organization (e.g., receipts, pledge reminders, thank you letters, etc.)?

21. How are non-person constituent records managed?

22. Can organizations be set up as matching gift companies?

23. Does the system provide workflows for tasks such as deceasing an individual, marrying two individuals, or divorcing two individuals?

24. Does the system provide comment boxes to add internal notes to accompany a data attribute?

25. Does the system allow users to create alerts on constituent records that will display when users open that record?

SECTION IV: GIFT PROCESSING

1. Does the system have the capability to create auto-populated fields (e.g., defaults for dates or designations) for data entry of gifts and pledges?

2. Does the system notify a gift processor if a constituent has an outstanding pledge? If so, at what point does this occur?

3. Does the system allow a gift or pledge to be entered with both a donation and a premium component?

4. Does the system allow multiple solicitation codes to be entered for one gift? If yes, how many can be entered and at what point of the gift entry process?

5. Does the system allow for gift or pledge entries with a value of $0?

6. Does the system allow for additional data or details to be recorded for a specific gift (e.g., scholarship name and award year, premium amounts, additional details about a gift or pledge, etc.)?

7. Can the system accommodate matching gifts?

8. Does the system have the capability to handle payroll deductions? If so, is there integration with Banner HR and Banner Finance?

9. Does the system allow for gift adjustments (e.g., gift posted to the incorrect donor, changed purpose of the gift, smaller dollar/penny adjustments for payroll, etc.)?

10. Does the system allow for gifts and pledges to be voided and then save each adjustment for audit/paper trail purposes?

11. Does the system have the capability to manually enter soft/memo credit on both gifts and pledges if the donors are not linked?

12. Does the system allow users to link soft/memo credit recipients automatically?

13. Does the system allow multiple constituents to receive soft/memo credit for the same gift?

14. Is a user able to assign soft/memo credit after a transaction has been entered, finalized, and fed to Banner Finance? If yes, is there a time limit on assigning (i.e., days, months, years)?

15. Does the system allow for the creation of designations? If yes, how are those designations linked to a fund in Banner Finance?

16. Does the system allow gift classes (e.g., memory, honor, recurring, etc.)? If so, are gift classes used to signal specific wording on the gift receipt (e.g., in memory of, in honor of, replacement receipt, noncash contribution type for gifts-in-kind, etc.)?

17. Does the system allow for setting up different gift receipts based on the type of gift received (e.g., cash donation, gift-in-kind, securities, etc.)?

18. Does the system allow gifts to be entered without generating a receipt or generating a receipt for more than a specific amount?

19. Does the system allow for a minimum value to be set in order for a gift receipt to be printed (e.g., only print a gift-in-kind receipt if the value of the item is $250 or more)? If a minimum value can be set, is it possible to print receipts that fall under that minimum on an as needed basis?

20. Does the system allow the printing of gift receipts for deceased individuals?

21. Does the system allow multiple cashiering sessions to be open at one time?

22. Does the system have the capability to set up an alternate address to which a thank you letter (not a gift receipt/acknowledgement) should be sent? For example, a corporation (with corporate headquarters outside of the area) makes a gift and USI wants to send a thank you letter to a local representative of the corporation.

23. Does the system allow multiple bank accounts to be set up to receive payment for online payments (e.g., an event for USI has the funds go into a USI account and an event for the USI Foundation goes into a USI Foundation account)?

24. Does the system provide the following capabilities related to commerce?
    - Ability to receive gifts and event payments online
    - Ability to receive reoccurring, auto and installment gifts
    - Allows multiple fee types and add-ons
    - Campus Crowdfunding platforms
    - Allow donors to use different bank accounts to establish electronic deposits

- Generate email “thank you” after the online transaction

SECTION V: PROSPECT MANAGEMENT

1. How does the system handle prospect management?

2. Does your system allow a user to assign a gift officer to a constituent? If yes, does your system allow multiple gift officers to be assigned to one constituent and one of the gift officers to be marked as the primary gift officer?

3. Does the system allow for multiple phases of a project? Gift recurs over the course of years.

4. Can users enter contact reports for constituents and are there any field character limits for this tracking?

SECTION VI: SCHOLARSHIPS

1. Does your system support scholarship management? How does the system manage addresses for scholarship clients?

2. Can the system support Fund ID for scholarship processing? Special lead digit (5) for scholarship processing. Special lead digit (9) for fund processing.

SECTION VII: ALUMNI RELATIONS/VOLUNTEERISM

1. Can the system track volunteer activities and hours? If yes, what attributes are available?

2. Can the system track volunteer hours for students and those individuals and organizations that are not constituents in the advancement system?

3. Does the system have the capability to track alumni membership details?

4. Does the system support geography map locations which would allow University representatives to contact alumni when traveling to their geographic area?

SECTION VIII: ENGAGEMENT AND COMMUNICATION

1. Does the system have email marketing capabilities? If so, what features does it include?

2. Does the system offer an online extension/interface that can be branded to the University's look?
    a. If yes, what additional features does it include (e.g., ability for alumni to create user profiles to submit photos, provide virtual mentoring programs, additional submissions and engagements, etc.)?
    b. If yes, do users have the ability to share content from the online extension on personal social media?

3. Does the system include event management capabilities? If so, what are the features?

4. Does the system allow for tools or tracking of website analytics?

5. Does the system support an online alumni directory?

SECTION IX: TECHNOLOGY, SYSTEM ADMINISTRATION, AND IMPLEMENTATION

1. Please describe how system administrator(s) create user profiles, how passwords are maintained, how passwords are reset, and if campus administrators can reset passwords.

2. Does the system allow for an unlimited number of users?

3. Does the system deliver user roles (e.g., development officer, gift processor, prospect researcher, etc.)? What permission levels (e.g., read, write, modify, query, etc.) are assigned to each role? Can those roles be customized? Does the system allow for the creation of user roles?

4. Does the system support data integration with the following products? There are specific needs between the selected system and the systems listed below. At a minimum, the selected system should allow for both data export and import (Application Programming Interfaces) for the following systems:
    a. Ellucian Banner (e.g., Student, Finance, HR, etc.)
    b. Ellucian Banner Document Management
    c. iModules Encompass
    d. Touchnet
    e. Runner Technology Clean Address
    f. Evisions FormFusion
    g. AwardSpring
    h. IBM Cognos Analytics

5. Does the system allow for multiple instances to be open at the same time (i.e., two instances of the production system to be open at the same time)?

6. Does the system check for duplicates (i.e., check to make certain a record for a constituent does not already exist in the system by using multiple forms of criteria, e.g., street address, telephone number, etc.)?

7. Does the system allow USI to continue using its current validation codes (some of which are from shared Banner validation tables)?

8. Does the system have the functionality to import and export data to and from Banner (e.g., new graduates into the system, gifts out of the system, etc.)?

9. Does the system include an audit log feature to track user changes? If yes, what is captured and what user roles can view captured logging?

10. Does the system provide a document storage solution? If yes, do limits on storage exist?

11. Please describe the system implementation process including the average length of time for completion. Does the implementation time period include the development of reports, queries, and/or dashboards?

12. Please describe the company's recent experience with implementation for a similarly sized (or larger) higher education institution.

13. Please describe the services you provide to new clients when implementing the system.

14. Does a migration plan from Banner Advancement (USI's current system) to your company's system exist?

15. Does your company provide the initial training for system administrators and users? If so, please describe including where training is held and how many individuals the training sessions will accommodate.

16. Does your company provide an online help feature or online reference guide to answer questions about system usage?

SECTION X: REPORTING

1. Does the system provide reports for reviewing data (i.e., before finalizing a gift session or before importing from or exporting to Banner)?

2. Does the system provide any data quality checking features or edit reports?

3. Does the system provide reporting capabilities (e.g., queries, dashboards, etc.)?

4. Does the system provide access to live data for reporting or is there a time delay?

5. Does the system allow report writers to access the underlying data tables? If so, do you provide meta data for reporting? If not, does the system allow reporting via a data warehouse? Are there additional costs associated with different reporting options?

6. Does the system allow for extraction of data to Microsoft Excel? If so, can the data be filtered first and then be extracted?

7. Does the system provide Voluntary Support of Education (VSE) survey reporting?

SECTION XI: UPGRADES, MAINTENANCE, AND SUPPORT

1. Please provide details on system upgrades such as frequency of upgrades, notification process and timelines, the process for implementation of patches for bugs vs. functional changes, and details of documentation and/or training for upgrades.

2. Please indicate if there are scheduled downtimes of the system for maintenance and/or upgrades. How long do they last and how often do they occur?

3. On average over the past 5 years, how much unscheduled downtime has the system experienced?

4. Does the company provide customer/technical support 24 hours per day, 7 days per week, including holidays for university staff as well as university customer (end-user/participant)? If not, please indicate support hours.

5. Please identify the physical location(s) and methods of reaching the company's customer/technical support center during USI's business hours (8 AM to 4:30 PM, Monday through Friday), as well as after business hours, on weekends, and over holidays.

6. Please indicate if customer/technical support is outsourced. If other than 24 hours per day, 7 days per week, what are those hours?

7. Does the system have an active users group? If so, please describe its membership, conferences, listservs, and/or other activities.

SECTION XII: PRICING/FEE SCHEDULE

1. Please indicate the fee schedule for the system. Indicate if this is an annual fee, a flat fee, a licensing fee, a fee for named user licenses, or a per person/transaction fee.

2. Please indicate add-on system(s) and their fees to allow full functionality (if applicable).
3. Please indicate maintenance fees schedule.
4. Please indicate upgrade fees (if applicable).
5. Please indicate support fee schedule (if applicable).
6. Please indicate training fee schedule (if applicable).
7. Please indicate reporting/administrative applications fees (if applicable).
8. Please indicate any other fees associated with the system that are not stated here.
9. How often, on average over the past 5 years, has the pricing schedule changed? What was the average percentage increase/decrease?