



**REQUEST FOR PROPOSALS**

**RFP # 2026-01**

**STOPPED-OUT STUDENT  
REENGAGEMENT/REENROLLMENT SERVICES**

**ISSUE DATE:** February 6, 2026

**CLOSING DATE:** February 20, 2026  
**CLOSING TIME:** 1:00 PM Pacific Time

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# OREGON INSTITUTE OF TECHNOLOGY

## REQUEST FOR PROPOSALS RFP #2026-01

### STOPPED-OUT STUDENT REENGAGEMENT/REENROLLMENT SERVICES

#### SECTION I - INFORMATION REGARDING PROPOSAL

##### INTRODUCTION

The state of Oregon has seven publicly funded universities (OPUs). The missions of the universities vary as do their degree programs, demographics and logistics within the state. In recent years, five (5) of the universities, Portland State University (PSU), Eastern Oregon University (EOU), Western Oregon University (WOU), Southern Oregon University (SOU), and Oregon Institute of Technology (Oregon Tech) have been experiencing challenges in financial sustainability triggered primarily by a combination of declining enrollment and the corresponding drop in tuition revenue compounded by escalating labor, retirement and healthcare benefits costs.

This group of five (5) universities is referred to collectively herein as the Technical and Regional Universities plus PSU (hereinafter, referred to as “TRUs+PSU” or the “Universities”). While they share many of the same factors affecting their fiscal sustainability, additional reasons may also be related to their degree offerings, student profiles, missions and campus locations. Oregon’s [Higher Education Coordinating Commission](#) (HECC) is committed to the viability of the state’s public universities, while working to improve equitable access to and success in higher education and workforce training for Oregonians statewide.

##### IMPORTANT NOTICE

It will be the responsibility of potential proposers to refer daily to the Public University Procurement Website (<https://www2.wou.edu/nora/orpu.bid.home>) to check for any available addenda, response to clarifying questions, cancellations, or other information pertaining to this Request for Proposals (RFP).

##### GENERAL INFORMATION

**Issuing Office:** The RFP Selection Committee Chairperson is the sole point of contact for clarifications regarding technical specifications in this RFP. The Oregon Tech Procurement and Contract Services Office is the sole point of contact regarding the RFP process. All correspondence pertaining to these two (2) matters should be appropriately addressed to the contact persons below:

##### Content and Technical Specifications:

Genesis Meaderds Anguiano, Ed.D.- RFP Selection Committee Chairperson  
Telephone: 541-962-3491  
Email: [gmeaderds@eou.edu](mailto:gmeaderds@eou.edu)

##### RFP Process Questions:

Vivian Chen, J.D., Director of Procurement, Contracts, and Risk  
Telephone: (503) 821-1266  
Email: [Vivian.Chen@oit.edu](mailto:Vivian.Chen@oit.edu)

## SCHEDULE OF EVENTS

The timing and sequence of events resulting from this RFP will be ultimately determined by Oregon Tech. The following schedule is illustrative of optimal timing goals:

RFP Issue Date.....	February 6, 2026
Deadline for Protest of Specifications .....	February 9, 2026 (5:00 PM PT)
All Clarifying Questions Due .....	February 11, 2026 (5:00 PM PT)
Notice of Interest Deadline .....	February 13, 2026 (5:00 PM PT)
Closing Date (Proposals Due).....	February 20, 2026 (1:00 PM PT)
Finalist Presentations (if required) .....	Week of March 2, 2026
Deadline for Protest of Award .....	Seven (7) calendar days after the date on Notice of Award letter
Anticipated Contract Begin Date .....	On or around April 1, 2026

## GENERAL PROVISIONS

Oregon Tech reserves the right to reject any and all proposals received as a result of this RFP. Oregon Tech Policy Chapters 580-61 and 580-62 govern the procurement process.

**1. Modification or Withdrawal of Proposal.** Any proposal may be modified or withdrawn at any time prior to the closing deadline, provided that a written request is received by the Oregon Tech Procurement and Contract Services Office prior to the Closing Date. The withdrawal of a proposal will not prejudice the right of a Proposer to submit a new proposal.

**2. Notice of Interest.** The Notice of Interest (form attached below) should be submitted to the Oregon Tech Procurement and Contract Services Office by 5:00 PM PT on the date indicated in the Schedule of Events via email. In the Notice of Interest, the Proposer must provide the name of the primary contact person, plus that person's current telephone number and email address for communication of information about the RFP. Proposers that complete and return the Notice of Interest will receive the same supplementary information. Submission of the Notice of Interest is not a mandatory requirement for Proposers to submit a proposal.

**3. Requests for Clarification and Requests for Change:** Proposers may submit questions regarding the specifications of the RFP. Questions must be received in writing on or before 5:00 PM PT, on the date indicated in the Schedule of Events, at the Oregon Tech Procurement and Contract Services email address as listed in the Contact Information section of the RFP. Requests for changes must include the reason for the change and any proposed changes to the requirements.

The purpose of this requirement is to permit Oregon Tech to correct, prior to the opening of proposals, RFP terms or technical requirements that may be unlawful, improvident, or unjustifiably restrict competition.

Oregon Tech will consider all requested changes and, if appropriate, amend the RFP. Oregon Tech will provide reasonable notice of its decision to all Proposers that submit a Notice of Interest and on the Public University Procurement Website (<https://www2.wou.edu/nora/orpu.bid.home>).

No oral or written instructions or information concerning this RFP from Oregon Tech managers, employees or agents to prospective Proposers shall bind Oregon Tech unless included in an Addendum to the RFP.

**4. Protests of the RFP/Specifications:** Protests must be in accordance with Oregon Tech Policy Section 580-061-0145. Protests of Specifications must be received in writing on or before 5:00 PM PT on the date indicated in the Schedule of Events or within seven (7) business days of issuance of any addendum at the Oregon Tech Procurement and Contract Services email address as listed in the Contact Information section of the RFP. Protests may not be faxed. Protests of the RFP specifications must include the reason for the protest and any proposed changes to the requirements.

**5. Addenda:** If any part of this RFP is amended, an addendum will be provided on the Public University Procurement Website (<https://www2.wou.edu/nora/orpu.bid.home>), with a copy to all parties who submit the Notice of Interest.

**6. Post-Selection Review and Protest of Award:** Oregon Tech will name the apparent successful Proposer in a “Notice of Intent to Award” letter. Identification of the apparent successful Proposer is procedural only and creates no right in the named Proposer to award of the contract. Competing Proposers will be notified in writing of the selection of the apparent successful Proposer(s) and shall be given seven (7) calendar days from the date on the “Notice of Intent to Award” letter to review the file and evaluation report at the Oregon Tech Procurement and Contract Services Office and file a written protest of award, pursuant to Oregon Tech Policy Section 580-061-0145. Any award protest must be in writing and must be delivered by email to the address of the Oregon Tech Procurement and Contract Services Office as listed in the Contact Information section of the RFP.

Oregon Tech will consider any protests received and:

- (A) reject all protests and proceed with final evaluation of, and any allowed contract language negotiation with, the apparent successful Proposer and, pending the satisfactory outcome of this final evaluation and negotiation, enter into a contract with the named Proposer; OR
- (B) sustain a meritorious protest(s) and reject the apparent successful Proposer as nonresponsive if such Proposer is unable to demonstrate that its proposal complied with all material requirements of the solicitation and Oregon public procurement law; thereafter, Oregon Tech may name a new apparent successful Proposer; OR
- (C) reject all proposals and cancel the procurement.

The Oregon Tech Vice President for Finance and Administration or designee will timely respond to the protest after receipt. This decision shall be final.

**7. Acceptance of Contractual Requirements:** Failure of the selected Proposer to execute a contract and deliver required insurance certificates within ten (10) calendar days after notification of an award may result in cancellation of the award. This time period may be extended at the sole discretion of Oregon Tech.

**8. Public Records:** Proposals are deemed confidential until the “Notice of Intent to Award” letter is

issued. This RFP and one copy of each proposal received in response to it, together with copies of all documents pertaining to the award of a contract, will be kept and made a part of a file or record which will be open to public inspection. If a proposal contains any information that is considered a **TRADE SECRET UNDER ORS 192.501(2), SUCH INFORMATION MUST BE LISTED ON A SEPARATE SHEET CAPABLE OF SEPARATION FROM THE REMAINING PROPOSAL AND MUST BE CLEARLY MARKED WITH THE FOLLOWING LEGEND:**

**“This information constitutes a trade secret under ORS 192.501(2) and shall not be disclosed except in accordance with the Oregon Public Records Law, ORS Chapter 192.”**

The Oregon Public Records Law exempts from disclosure only bona fide trade secrets, and the exemption from disclosure applies only “unless the public interest requires disclosure in the particular instance.” ORS 192.500(1). Therefore, non-disclosure of documents or any portion of a document submitted as part of a proposal may depend upon official or judicial determinations made pursuant to the Public Records Law.

**9. Investigation of References:** Oregon Tech reserves the right to investigate all references in addition to those supplied references and investigate past performance of any Proposer with respect to its successful performance of similar services, its compliance with specifications and contractual obligations, its completion or delivery of a project on schedule, its lawful payment of subcontractors and workers and any other factor relevant to this RFP. Oregon Tech may postpone the award or the execution of the contract after the announcement of the apparent successful Proposer in order to complete its investigation.

**10. RFP Proposal Preparation Costs and Other Costs:** Proposer costs of developing the proposal, cost of attendance at an interview (if requested by Oregon Tech) or any other costs are entirely the responsibility of the Proposer, and will not be reimbursed in any manner by Oregon Tech.

**11. Clarification and Clarity:** Oregon Tech reserves the right to seek clarification of each proposal or to make an award without further discussion of the proposals received. Therefore, it is important that each proposal be submitted initially in the most complete, clear, and favorable manner possible.

**12. Right to Reject Proposals:** Oregon Tech reserves the right to reject any or all proposals if such rejection would be in the public interest, as determined by Oregon Tech.

**13. Cancellation:** Oregon Tech reserves the right to cancel or postpone this RFP at any time or to award no contract.

**14. Proposal Terms:** All proposals, including any price quotations, will be valid and firm over a period of sixty (60) calendar days following the Closing Date. Oregon Tech may require an extension of this firm offer period. Proposers will be required to agree to the longer time frame in order to be further considered in the procurement process.

**15. Oral Presentations:** At Oregon Tech’s sole option, Proposers may be required to give an oral presentation of their proposal to Oregon Tech, a process which would provide an opportunity for Proposer to clarify or elaborate on the proposal but will in no material way change Proposer’s original proposal. If the evaluating committee requests presentations, the Oregon Tech Procurement and Contract Services Office will schedule the time and location for said presentation. Any costs of participating in such presentations will be borne solely by Proposer and will not be reimbursed by Oregon Tech. **Note:** Oral presentations are at the discretion of the evaluating committee and may not be conducted; therefore, **written proposals should be complete.**

**16. Usage:** It is the intention of Oregon Tech to utilize the services of the successful Proposer(s) to provide services as outlined in the Scope of Work below.

**17. Sample Contract:** Submission of a proposal in response to this RFP indicates Proposer's willingness to enter a contract containing substantially the same terms listed in Exhibit A – Oregon Tech Sample Contract, attached hereto and made a part hereof ("Sample Contract"). No action or response to the Sample Contract is required under this RFP. Any objections to the Sample Contract terms should be raised in accordance with Paragraphs 3 and 4 of the "General Provisions" of this RFP, pertaining to requests for clarification or change or protest of the RFP/specifications, and as otherwise provided for in this RFP.

**18. Review for Responsiveness:** Upon receipt of all proposals, the Issuing Office or designee will determine the responsiveness of all proposals before submitting them to the evaluation committee. If a proposal is incomplete or non-responsive in significant part or in whole, it will be rejected and not submitted to the evaluation committee. Oregon Tech reserves the right to determine if an inadvertent error is solely clerical or is a minor informality that may be waived and then to determine if an error is grounds for disqualifying a proposal. Proposer's contact person identified on the proposal will be notified, identifying the reason(s) the proposal is non-responsive.

**19. Rejections and Withdrawals.** Oregon Tech reserves the right to reject any or all proposals or to withdraw any item from the award.

**20. RFP Incorporated into Contract.** This RFP will become part of the Contract between Oregon Tech and the successful Proposer. The successful Proposer will be bound to perform according to the terms of this RFP, their proposal(s), and the terms of Exhibit A.

**21. Communication Blackout Period.** Except as called for in this RFP, Proposers may not communicate with members of the Evaluation Committee about the RFP until the apparent successful Proposer is selected and all protests, if any, have been resolved.

**22. Prohibition on Commissions.** Oregon Tech will contract directly with persons or entities capable of performing the requirements of this RFP. Proposers must be represented directly. Participation by brokers or commissioned agents will not be allowed during the proposal process.

**23. Ownership of Proposals.** All proposals in response to this RFP are the sole property of Oregon Tech, and subject to the provisions of Oregon Revised Statutes, Chapter 192 (Oregon Public Records Law).

**24. Clerical Errors in Awards.** Oregon Tech reserves the right to correct inaccurate awards resulting from its clerical errors.

**25. Rejection of Qualified Proposals.** Proposals may be rejected as a whole or in part if they attempt to limit or modify any of the terms, conditions, or specifications of the RFP or the Oregon Tech Sample Contract.

**26. Collusion.** By responding, Proposer states that the proposal is not made in connection with any competing Proposer submitting a separate response to the RFP and is in all aspects fair and without collusion or fraud. Proposer also certifies that no Oregon Tech officer, agent, or employee has a pecuniary interest in this proposal.

**27. Evaluation Committee:** Proposals will be evaluated by a committee consisting of representatives

from TRUs+PSU. Oregon Tech reserves the right to modify the Evaluation Committee make-up in its sole discretion. The committee's recommendations will be forwarded to the Oregon Tech Vice President for Finance and Administration, or designee, for final approval.

**28. Commencement of Work:** Proposer shall commence no work until all insurance requirements have been met, the Protest of Awards deadline has been passed, any protest has been decided, a contract has been fully executed, and Oregon Tech has issued a Notice to Proceed.

**29. Use of Brand or Trade Names:** Any brand or trade names used by Oregon Tech in the specifications are for the purpose of describing and establishing the standard of quality, performance, and characteristics desired and are not intended to limit or restrict competition. Proposers may submit proposals for substantially equivalent products to those designated unless this RFP provides that a specific brand is necessary because of compatibility or other requirements. All such brand substitutions shall be subject to approval by Oregon Tech.

**30. Best and Final Offer:** Oregon Tech may request best and final offers from those Proposers determined by Oregon Tech to be reasonably viable for contract award. However, Oregon Tech reserves the right to award a contract on the basis of the initial proposal received. Therefore, each proposal should contain Proposer's best terms from a price and technical standpoint. Following evaluation of the best and final offers, Oregon Tech may select for final contract negotiations/execution the offers that are most advantageous to Oregon Tech, considering cost and the evaluation criteria in this RFP.

**31. Recycled Products.** The successful Proposer will use recycled products, as defined in ORS 279A.010(1)(ii), to the maximum extent economically feasible in the performance of the resulting contract.

## **TERM OF CONTRACT**

The Contract is expected to begin on or about April 1, 2026, and extend to March 31, 2027, with an option for one (1) additional one (1) year renewal term thereafter, subject to the selected Proposer's continued successful performance and achievement of key agreed-upon metrics as determined by Oregon Tech. Oregon Tech intends to reserve the right upon thirty (30) days' notice to the successful Proposer to terminate the Contract for its convenience.

## **DELIVERY OF PROPOSALS**

The complete proposal (including all attachments) must be emailed and must be electronically received by ***1:00 PM PT, February 20, 2026***. **Email subject line must be "Response to RFP #2026-01."** Proposers are encouraged to telephone and confirm electronic receipt of the complete emailed document(s) with the Procurement and Contract Services Office before the above time and date deadline. Proposals delayed or lost by email system filtering or failures may be considered at Oregon Tech's sole discretion.

Proposer is responsible for ensuring that proposals arrive by the closing date and time. **NO LATE PROPOSALS WILL BE ACCEPTED.** Proposals may not be submitted by telephone or fax. Proposals must be e-mailed to:

**Email:** [Purchasing@oit.edu](mailto:Purchasing@oit.edu)

Proposals will be publicly opened by a designee in the Procurement and Contract Services Office on the Closing Date.

## PROJECT BACKGROUND

The 82<sup>nd</sup> Oregon Legislature recognized that the TRUs+PSU are facing significant and persistent challenges in maintaining financial sustainability. In response, the Legislature designated limited funding to be administered by the HECC and to be used by the five universities to assertively identify and implement specific initiatives that would improve their financial sustainability. The HECC defined the following three (3) categories as acceptable for projects:

1. Strategic cost cutting, such as through early retirement incentives, paying up-front expenses for administrative efficiencies, or retiring debt.
2. Growing revenue, such as through equipment purchases that allow the expansion of high demand programs.
3. Collaborative activities, such as through the up-front costs associated with the development of shared academic, administrative, or student support services.

The TRUs+PSU have received approval from HECC to move forward with this Request for Proposals (RFP) which most directly ties to the third category listed above, and which will more specifically address stopped-out students and re-enrollment pathways.

### **Partner Universities Profile (TRUs+PSU)**

A brief profile as of late summer 2025 for the five universities sponsoring this RFP follows.

**Portland State University (PSU)** was founded in 1946 and began as a post-secondary educational institution created to support World War II veterans transitioning to civilian life. Over the next two decades, it expanded its programs and facilities, becoming a four-year college before being granted university status in 1969. Today, PSU is recognized for its innovative approach to higher education and commitment to serving a diverse student body. As of fall 2024, PSU enrolled approximately 20,470 students, making it Oregon's third largest public university. PSU is situated in southwest downtown Portland, Oregon.

PSU offers a comprehensive range of academic programs, including more than 200 majors, minors, certificates, and concentrations, ensuring students have opportunities to tailor their education to meet their personal and professional goals. With an operating budget of \$324.8 million for the 2024–25 fiscal year, the university invests significantly in academic excellence, student services, and campus infrastructure. This financial support enables PSU to maintain its mission of providing accessible, high-quality education while fostering innovation and community engagement.

Sources:

[https://en.wikipedia.org/wiki/Portland\\_State\\_University](https://en.wikipedia.org/wiki/Portland_State_University)

[PDX.Edu](https://pdx.edu)

[https://psu\\_budget.abalancingact.com](https://psu_budget.abalancingact.com)

**Southern Oregon University (SOU)**, originally founded in 1872 as the Ashland Academy, has a long history of serving the educational needs of southern Oregon. The university has been operating from its main campus in Ashland since 1926, evolving over the decades to become a dynamic institution focused on innovation, sustainability and community engagement. SOU's scenic campus in the Rogue Valley provides an ideal setting for academic exploration and personal growth. In addition to its main campus in Ashland, SOU also has a location in Medford, Oregon.

As of Fall 2024, SOU enrolled 5,129 students, offering them access to about 90 bachelor's, graduate, and certificate programs. These diverse academic offerings are designed to prepare students for success in their chosen fields while emphasizing practical learning and interdisciplinary approaches. With an operating budget of approximately \$67.5 million for the 2024-25 fiscal year, SOU continues to invest in high-quality education, sustainable practices, and robust student services, solidifying its role as a vital part of Oregon's higher education system.

Sources:

<https://en.wikipedia.org/w/index.php?search=southern+oreong+university&title=Special%3ASearch&ns0=1>

<https://www.oregon.gov/highered/strategy-research/Documents/Reports/2023-University-Evaluation-SOU-ORS%20352.061.pdf>

[https://governance.sou.edu/wp-content/uploads/sites/63/2024/07/062024-Meeting-Materials\\_FAC\\_v2.pdf](https://governance.sou.edu/wp-content/uploads/sites/63/2024/07/062024-Meeting-Materials_FAC_v2.pdf)

**Eastern Oregon University (EOU)**, located in La Grande, Oregon, was founded in 1929 as a teacher's college, dedicated to preparing educators for service in rural and remote communities. Over time, EOU expanded its mission and offerings, becoming a comprehensive regional university that provides diverse educational opportunities to students across the state and beyond. Its rural location and close-knit campus community foster a supportive environment for academic and personal development. EOU's main campus is situated in La Grande, with regional locations in Bend, Burns, Enterprise, Hermiston, John Day, Ontario, Pendleton, Roseburg, and Salem.

As of Fall 2024, EOU enrolled 2,894 students who benefit from access to more than 30 academic programs offered through its four colleges. These programs span disciplines such as sciences, humanities, education, and business, providing students with a robust selection of pathways to pursue their passions and career goals. With a 2024-25 fiscal year operating budget of \$54.2 million, EOU focuses its resources on delivering quality education, innovative research, and meaningful community engagement. Its commitment to academic excellence and regional impact makes it a vital institution in Oregon's higher education system.

Sources:

[https://en.wikipedia.org/wiki/Eastern\\_Oregon\\_University](https://en.wikipedia.org/wiki/Eastern_Oregon_University)

[https://www.eou.edu/institutional-effectiveness/files/2024/11/EOU\\_Quick\\_Facts\\_Fall-2024.pdf](https://www.eou.edu/institutional-effectiveness/files/2024/11/EOU_Quick_Facts_Fall-2024.pdf)

[https://docs.google.com/document/d/1FDXPGkG\\_dGvMIC74kS0N9nTM06tTF3dJ/edit#heading=h.gjdgxs](https://docs.google.com/document/d/1FDXPGkG_dGvMIC74kS0N9nTM06tTF3dJ/edit#heading=h.gjdgxs)

**Western Oregon University (WOU)**, located in Monmouth, Oregon, has a rich history as one of the state's oldest institutions of higher learning. Originally established in 1856 as Monmouth University, it has evolved over the decades to become a comprehensive university offering a broad array of academic programs. WOU has maintained its commitment to providing accessible, high-quality education and fostering a supportive environment for its students. WOU offers locations in Monmouth and Salem, Oregon.

WOU's Fiscal Year 2024-25 E&G operating budget is \$76.6M. As of Fall 2024, WOU has an enrollment of approximately 3,823 students and offers over 55 major academic options across a variety of disciplines. These programs are designed to prepare students for success in a diverse and dynamic world while emphasizing hands-on learning and community engagement. With a focus on academic excellence and inclusivity, WOU continues to play a significant role in Oregon's higher education landscape, providing opportunities for students to achieve their personal and professional goals.

Sources:

[https://en.wikipedia.org/wiki/Western\\_Oregon\\_University](https://en.wikipedia.org/wiki/Western_Oregon_University)

<https://wou.edu/institutionalresearch/enrollment/>

<https://wou.edu/advising/major-and-minor-options/#:~:text=WOU%20offers%20over%2055%20different%20Major%20options>

**Oregon Institute of Technology** (Oregon Tech), is Oregon’s Polytechnic University with its main campus located in Klamath Falls, Oregon. Founded in 1947, Oregon Tech was initially established to train and re-educate World War II veterans. Over the decades, it has grown significantly in both size and academic scope, becoming a leader in providing high-quality, hands-on education in technical and applied fields. Oregon Tech’s mission has evolved to include not only serving veterans but also offering a wide array of degree programs to a diverse student population.

The university is dedicated to providing practical skills and knowledge, preparing students for successful careers in rapidly changing industries. In addition to the Klamath Falls main campus, Oregon Tech also has satellite campuses in Portland, Salem and Seattle, as well as Oregon’s Manufacturing and Innovation Center (OMIC) in Scappoose, Oregon.

With a Fall 2024 student enrollment of nearly 5,302, Oregon Tech offers 47 major and undergraduate, graduate and doctoral degree programs across a variety of disciplines. As a polytechnic university, Oregon Tech specializes in engineering, technology, healthcare and health technologies, business, communication and applied sciences such as psychology and environmental science, physical therapy and applied sciences. These programs are designed to equip students with the skills necessary to excel in the workforce, build economic mobility and contribute to innovation in their chosen fields. Oregon Tech continues to maintain a strong focus on applied research, sustainability, and community service, positioning the university as an integral partner in Oregon’s higher education landscape.

Sources:

[Oit.edu](http://oit.edu)

[https://en.wikipedia.org/wiki/Oregon\\_Institute\\_of\\_Technology](https://en.wikipedia.org/wiki/Oregon_Institute_of_Technology)

## **Background**

The TRUs+PSU began experiencing enrollment challenges pre-pandemic, but these only intensified during the uncertainty of the COVID pandemic. Following the end of the pandemic, as operations began to normalized, enrollment numbers continued to lag compared to those of prior years. Some additional contributing factors no doubt include the enrollment cliff caused by declining birth rates, the rising cost of a higher education degree, the evolving demographics of the state and changing public perceptions on the value of a higher education degree.

While some universities have seen increases in freshman enrollment, there continues to be a general decline in continuing students as they begin their second and third years of study. The Universities have increased their focus on enriching the student experience through strengthened student engagement and essential support services targeting student retention and success. However, the Universities have resolved that they require a more intensive and specialized approach to identifying, reengaging and re-enrolling stopped-out students and that they would individually and collectively benefit from engaging a proven vendor with demonstrated results in re-enrolling stopped-out students.

The HECC is actively supporting this initiative in partnership with the TRUs+PSU to achieve improved student retention which will boost the financial sustainability of the five Universities, while implementing best practices leading to improved sustained enrollment benefits.

## **Objective**

The purpose of this RFP initiative is to identify and select an experienced industry leading vendor specializing in working with higher education clients to provide comprehensive services, using proven best practices tailored for Universities to identify and contact students with some undergraduate credits but no degree, to coach and counsel, re-engage and ultimately re-enroll these stopped-out students at the TRUs+PSU in Oregon. Return on investment (ROI) will be measured through student re-enrollment at these Universities.

The process will include a competitive bid to identify and engage the professional services of a recognized and well-established leader in higher education services related to identifying, re-engaging, re-enrolling and supporting stopped-out students through coaching and other support to graduation. Work would begin immediately following contract award.

## **SCOPE OF WORK**

The TRU's+PSU are contracting for an accomplished qualified vendor to provide bundled services which identify, re-engage and re-enroll stopped-out students. The selected Proposer shall provide personalized intensive one-on-one student coaching to support their re-enrollment and continued coaching for them to proceed in their chosen area of study and ultimately graduate.

The selected Proposer will leverage the latest technology and data mining to tailor messages and timing of messages to students and will also utilize data enrichment to update contact information for student names provided by the TRUs+PSU and subsequently keep the files current using prevalent industry methodologies. The selected Proposer will use the data gathered to develop a profile of stopped-out students and will utilize that assessment to personalize all levels of a multi-channel communication plan.

The selected Proposer will recommend and implement strategies to reach stopped-out students. Through one-on-one coaching, the selected Proposer will discern barriers to re-enrollment and share with TRUs+PSU and will assist the students in best addressing those barriers within the Universities' structures. When appropriate, the selected Proposer will also recommend to the Universities specific changes and best practices to improve student experience and persistence. Critical to this step will be well-informed and well-trained vendor coaches who are committed to being educated by the TRUs+PSU staff regarding Universities policies and practices.

The selected Proposer will make use of predictive modeling tools and data analytics to manage enrollment and maximize re-enrollment results and will regularly share these with the Universities. These models will consider behaviors related to lifestyle, psychographics, purchasing behavior, and marketing channel preferences. This data will be utilized to build a persona-based view of the Universities' stopped-out students and develop affinity models and identify and score specific stopped-out prospects for outreach.

The selected Proposer must outline, develop and implement strategic actions that make efficient and effective use of limited Universities resources and must build from established messaging and create an action plan with a minimal discovery process. The selected Proposer must demonstrate measurable results in the re-engagement of stopped-out students. A set of performance metrics will be mutually agreed upon by the TRUs+PSU and the successful proposer in advance of finalizing the agreement. This proven track record must include the ability to demonstrate a significant and positive return on the Universities' human capital investment.

The Universities require modern outreach strategies such as email, digital media, geo-fencing, artificial intelligence (AI) and other, social media and mobile optimized web response personalized recruitment that optimize student engagement. Outbound marketing is a critical component and must be personalized and be effectively delivered to maximize interest and engagement. All components must be fully compliance with Americans with Disabilities ACT (ADA). The selected Proposer must be able to demonstrate the effectiveness of the campaign and recommend strategies at the point of initial response through re-enrollment. Additional recommendations will be shared from the coaching interaction on challenges toward persistence and graduation.

### **Specifications**

The selected Proposer will provide the following services:

1. Detailed pricing proposal and schedule for year one based on a tiered approach to achieve key performance milestones in the first year of the agreement.
2. Dedicated professional coaching to students to guide and assist in all aspects of return to school decision making.
3. Be able to identify, contact, engage, and nurture stopped-out students throughout the student life cycle (contemplating, applying, matriculating, registering, re-enrolling and graduating).
4. Based on established and creative messaging, establish a strategic direction for comprehensive outreach and re-engagement campaigns. The campaign strategies must be fully integrated across all media and response platforms to include geo-targeting, web, email, CTA's, and social media.
5. Develop compelling messages based on data gathered during initial outreach and surveying. Use these tailored messages for each audience across multiple platforms in accordance with applicable TRUs+PSU guidelines.
6. Provide real-time results analysis throughout each state of the outreach pipeline to allow for progress tracking and ROI.

Additional requirements include the following:

- A. Optimize communications for all mobile devices including mobile phones, tablets and laptops.
- B. The selected Proposer will maintain a consistent file format for data uploads and downloads. Describe the notification process to the Universities should the file format change during the contract period.
- C. The selected Proposer must have a proven program for data security including a secure file transfer protocol (SFTP) system. Please explain the firm's protocol.
- D. The selected Proposer must have a proven ability to communicate effectively with the Universities' respective Customer Relationship Management (CRM) and Student Information Systems (SIS), and the ability to interface with third-party vendors to tag student support outreach to avoid duplication of messages. Please explain the firm's protocol.
- E. The selected Proposer is required to have cyber insurance, and the Universities must be named as an additional insured.

The selected Proposer will meet with the TRUs+PSU project work group contacts to finalize the agreement and to learn more about each university's mission and culture and to identify any anticipated challenges in completing the engagement with the group.

Based on these initial meetings, interviews, additional documents review, industry expertise and knowledge of best practices, the selected Proposer will develop and disclose comprehensive work plan outlining the approach to providing the required services.

## SECTION II – INFORMATION REQUIRED FROM PROPOSERS

### PROPOSAL FORM AND CONTENT

Proposals that do not contain all the information requested in this and other sections may be rejected as non-responsive.

#### Submission Format

1. The proposal should be written on standard size (8½” x 11”) paper, using generally accessible word processing and document formats conducive to cut-and-paste transfer of information to contracts or other summary documents. MSOffice Suite and Adobe Acrobat documents are preferred.
2. Proposers should structure responses as outlined in this RFP. Proposals should be prepared so that responses are specifically addressed in the same order as the requested information identified below and on the Questionnaire. Pages should be numbered consecutively.

#### File Size Limit

Proposer’s submission may not exceed **25 MB** in file size. This limit cannot be increased, and files of larger size will not be accepted.

### REQUIRED PROPOSAL CONTENT

1. You must complete the **Bidder/Proposer Non-Discrimination and Oregon Tax Laws Certification** sheet, signed by an authorized company official.
2. The proposal must also include the following:
  - a. **Title Page or Cover Letter.** The title page or cover letter should indicate the date, subject, name of Proposer, address, current telephone number, e-mail address, name and title of Proposer’s contact person as well as a signature of an authorized official with the authority to negotiate and contractually bind Proposer.
  - b. **Questionnaire.** Complete and specific answers to the Questionnaire for Proposers. Please respond by restating each question and thereafter providing your answer in order beginning with question 1.
3. **Summary Statement.** Proposer may, but is not required to, provide a summary statement as to its qualifications, as well as briefly describe (no more than five hundred (500) words) any special considerations the Oregon Tech should consider.

### EVALUATION CRITERIA

Proposals will be evaluated for completeness and compliance with this RFP. Proposals considered complete will be evaluated to determine if they comply with the administrative, contractual, and technical requirements of the RFP. Proposers may be asked to provide written clarification if the proposal is

unclear. **Proposals that do not specifically address the scope of work or do not include the complete proposal content may be rejected.**

Proposals will be evaluated based on the following criteria and questions outlined in the Questionnaire for Proposers:

1. Background Information	25 points
2. Response to Scope of Work	50 points
3. Depth of Experience and Success in Re-Enrollment	25 points
4. Overall Profile of Project Management and Technical Specifications	25 points
5. Competitiveness and Stability of Pricing	50 points
6. Quality of Services Offered	25 points
7. Interview (if applicable)	<u>50 points</u>
<b>Total Possible:</b>	<b>250 points</b>

## SECTION III – QUESTIONNAIRE FOR PROPOSERS

Please submit your responses in order, beginning with question 1 by restating the question and then providing your answer. Use additional sheets as necessary. Be specific with names and numbers.

### **1. Background Information**

Please provide a detailed description of relevant experience and expertise in shared services and cost allocation methodologies, specifically within higher education and multi-campus/business organizations. Experience working with Oregon issues is preferred. Firms should provide evidence of the successful completion of at least three (3) successful projects related to improving efficiencies in business and support services across multiple campuses or similar entities and show a track record of fostering continuous improvement and economies of scale within shared services environments. Please provide the name, address, and current telephone numbers of the contact person for such projects.

Please also identify specific person(s) who would be responsible for the proposed work and include a brief resume for each. Please list references for each person identified, including name, address, and current telephone number of an appropriate reference contact person.

### **2. Scope of Work**

Using the Scope of Work as a guide, propose approaches and methodologies for evaluating and enhancing the current operational services and cost allocation strategies and identify a detailed plan for developing key performance indicators, capacity metrics models, and an efficient data collection solution, including integration with the future technology stack.

### **3. Pricing**

Please provide a detailed timeline and cost estimate for the services, broken down into the categories of work for years one and two. Pricing and fee schedules should be sufficiently descriptive to facilitate a comparative evaluation between competing submissions and acceptance of a proposal.

**SECTION IV – CONTRACT TERMS AND REQUIRED DOCUMENTS**

**NOTICE OF INTEREST**

**RFP #2026-01  
STOPPED-OUT STUDENT REENGAGEMENT/REENROLLMENT SERVICES**

Name of Consultant/Firm: \_\_\_\_\_

Check One:

\_\_\_\_\_ Yes, this firm will submit a proposal in response to this RFP. Please forward any addenda to the RFP to my attention.

\_\_\_\_\_ No, this firm does not anticipate submitting a proposal in response to this request.

Comments:

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_ Phone: (    ) \_\_\_\_\_

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

Please email the completed Notice of Interest no later than February 13, 2026 at 5:00 PM PT to [Purchasing@oit.edu](mailto:Purchasing@oit.edu).

**BIDDER/PROPOSER  
NON-DISCRIMINATION AND OREGON TAX LAWS CERTIFICATION**

**RFP #2026-01  
STOPPED-OUT STUDENT REENGAGEMENT/REENROLLMENT SERVICES**

I, the undersigned, have read all the terms and conditions of this Request for Proposals, and I understand that if awarded the contract, I and the firm represented herein shall be bound by its terms and conditions and representations made in this response. I certify that the named firm has not discriminated against minority, women, or emerging small business enterprises in obtaining any required subcontracts.

**Certified Minority, Women, or Emerging Small Business**

For statistical purposes only, please indicate if your firm is an Oregon-certified minority, women, or emerging small business (check all applicable):  DBE  MBE  WBE  ESB

**Certificate of Compliance with Oregon Tax Laws**

I, the undersigned (check one):

- hereby certify under penalty of perjury that I am not in violation of any Oregon Tax Laws.
- hereby certify under penalty of perjury that I am authorized to act on behalf of the firm herein named, and to the best of my knowledge, such firm is not in violation of any Oregon Tax Laws.

For purposes of this certification, "Oregon Tax Laws" means a state tax imposed by Oregon Revised Statutes (ORS) 320.005 to 320.150 and 403.200 to 403.250, ORS Chapters 118, 314, 316, 317, 318, 321, and 323; the elderly rental assistance program under ORS 310.630 to 310.706; and local taxes administered by the Oregon Department of Revenue under ORS 305.620.

Business Designation (check one):  Corporation  Partnership  Sole Proprietorship  
 Governmental/Non-Profit  Limited Partnership  Limited Liability Partnership  
 Limited Liability Company

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

Firm Name: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_ Phone: (    ) \_\_\_\_\_

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

**EXHIBIT A**

**OREGON TECH SAMPLE CONTRACT**

[Please see attached.]