



Bridgepoint Education
13500 Evening Creek Dr North
Suite 600
San Diego, CA 92128

Phone: (858-513-9240)
Fax: (858-391-3120)
E-mail:
pamela.fox@bridgepointeducation.com

BRIDGEPOINT EDUCATION

REQUEST FOR PROPOSAL

ENTERPRISE SURVEY TOOL

APRIL 13, 2009

Table of Contents

OVERVIEW	1
COMPANY BACKGROUND.....	1
PROJECT BACKGROUND & REQUIREMENTS.....	1
PROJECT OVERVIEW	1
PROJECT OBJECTIVES	2
REQUIREMENTS	2
Security	2
Architecture.....	2
Administration/User Interface	3
Delivery Methods	4
Notifications	5
Email Text.....	5
Reporting	6
Systems Integration/Application Programming Interfaces (API's).....	6
LEGACY CONVERSION.....	7
RFP INSTRUCTIONS	7
PROPOSAL FORMAT AND RESPONSE	7
Title Page.....	7
Letter of Introduction.....	7
Table of Contents	7
Executive Summary.....	7
Methodology / Solution / Scope / Project Plan.....	8
Price Proposal (Total Project Cost And Specific Breakdown)	8
References	8
ESTIMATED TIMETABLE	8
EVALUATION CRITERIA	8
ADDITIONAL TERMS AND CONDITIONS.....	9
MODIFICATION OF TERMS / RFP CANCELLATION	9
FERPA	9
SUBCONTRACTING	9
LIABILITY FOR ERRORS	9
CONFIDENTIALITY OF INFORMATION.....	9
OWNERSHIP OF THE PROPOSALS	10
LAWS OF THE JURISDICTION.....	10
INDEMNIFICATION	10
INSURANCE.....	10
SOFTWARE	10
INTELLECTUAL PROPERTY RIGHTS	10
AGREEMENT CANCELLATION / TERMINATION	11
Appendix A - Bridgepoint Education RFP Acknowledgement Form	12

OVERVIEW

COMPANY BACKGROUND

Bridgepoint Education (BPE) was founded on the principle that those who are academically prepared deserve access to an affordable higher education without sacrificing quality, transferability of credits, accessibility and academic standards. At BPE, we believe that every hard-working American deserves access to a quality higher education without the barriers many face such as college being too expensive, being a working adult or parent and not having the time to attend class, geographic proximity, and more. BPE is dedicated to those seeking flexible, high-quality choices in higher education.

BPE offers innovative approaches to the challenges faced in higher education. BPE institutions tackle issues such as affordability, transferability of credits and online convenience, without sacrificing overall academic quality. By providing both online and campus-based programs at Ashford University (AU) and University of the Rockies (UoR), BPE offers access to both traditional and adult learners seeking high quality, convenient higher education degree programs.

PROJECT BACKGROUND & REQUIREMENTS

PROJECT OVERVIEW

The Institutional Research (IR) department at BPE is responsible for setting survey standards, ensuring the reliability of survey data and maintaining the integrity of the results. BPE uses the following types of surveys to collect valuable data for strategic planning efforts:

- Student
- Faculty
- Employee
- Marketing

The student surveys help BPE collect and measure student opinions and satisfaction across both universities and all departments at various times in the student's educational cycle.

Student surveys may cover student opinions on:

- Outreach
- Life/career planning
- Financing
- Technology
- Student support services
- Teaching/learning process
- Transitions

Faculty surveys may include:

- Teaching/learning process
- Use of technology
- Assessment

Employee surveys may include:

- Employee satisfaction
- Employee benefits
- Career advancement opportunities

Marketing surveys may include student opinions on:

- Other online universities
- Educational priorities
- Marketing efforts

PROJECT OBJECTIVES

The IR department at BPE is issuing this Request for Proposal (RFP) to pursue options for the existing BPE survey tools. The new tool will:

- Enable the acquisition of more consistent and reliable data
- Improve reporting and analysis capabilities (including Extract Transform Load (ETL) support)
- Enhance security options
- Improve the organization and re-use of surveys and questions
- Provide richer e-mail capabilities
- Offer more question types
- Provide more flexibility and ease-of-use for survey administrators and survey takers
- Improve the user experience for survey administrators and survey takers
- Provide more administrative features
- Accommodate surveys administered with Scantron forms

REQUIREMENTS

Security

- Role-based user security
 - Access for respondents must be limited to their own information
- Security groups
- Lightweight Directory Access Protocol (LDAP) Integration (*highly desired*)
- Question-level security or ability to limit questions by group or user

Architecture

The proposal should address the following information about the architecture of the application in as much detail as possible:

- Reliability/availability of the solution
- Application monitoring (errors/exceptions, users, logging, troubleshooting)
- Maintenance of the solution under high usage
- Scaling limits
- How do you scale the solution?
- Maximum number of concurrent surveys
- Maximum number of concurrent users
- Maximum number of real-time results
- Archiving strategy
- Extensibility (new question types, user defined fields)
- Technology stack used
- Database schema
- System architecture

Administration/User Interface

The user interface (UI) of the survey tool administrative component should be configurable to meet BPE's needs with regard to how information is organized, naming conventions and branding.

Survey Creation

- Configurable control over the survey creation process
- Question types should include but are not limited to:
 - o Choose one from multiple choices (radio buttons)
 - o Choose multiple from multiple choices (check boxes)
 - o Choose one with free form text box response (radio button with text box)
 - o Choose multiple with free form response (check boxes with text box)
 - o Free form text response - text box with limited characters
 - o Free form text response - numerical response only
 - o Free form text response - comment/essay box
 - o Drop down menu
 - o Likert scale
 - o Matrix of responses with only one response per row
 - o Matrix of responses with multiple responses per row.
- Question-level weighting
 - o Within the context of the survey
- Ability to randomize questions
- Ability to identify required and optional questions
- Question pools
 - o Ability to re-use questions across surveys
- Ability to add metadata (i.e., survey-level and respondent-level attributes) to each survey. Ability to store these attributes as a “snapshot” with the survey and the respondent. Student metadata examples include:
 - o Course
 - o Discipline
 - o Instructor
 - o Program
 - o Start date
 - o Shift
 - o Academic year
 - o Other demographics
- Flexible survey page formatting; e.g., number of questions per page, etc.
- Track comments, changes and versions for full audit control
- Survey re-use
 - o Ability to duplicate an entire survey
 - Surveys will require a new name, identification number (ID), open and closed date
- Multiple templates (layout of the page)
- Multiple styles (the way items look on a page)
- Multiple definitions (questions used, order of questions, answers on a question)

User Interface

- Navigation by survey status. Examples include but are not limited to:
 - o Surveys in development (not published)

- o Pending surveys (prior to open date)
 - o Active surveys (after open date)
 - o Closed surveys (after close date)
 - o Open-ended surveys (no close date)
 - o Archived surveys
- Track dates
 - o Survey open date - this controls when a survey is sent out
 - o Survey close date - this controls when responses are able to be recorded
 - o Respondents should not be able to access a survey after the survey close date
 - o Close dates should be optional

Workflow

- Ability to configure survey status. Examples include but are not limited to:
 - o Surveys in development (not published)
 - o Pending surveys (prior to open date)
 - o Active surveys (after open date)
 - o Closed surveys (after close date)
 - o Open ended surveys (no close date)
 - o Archived
 - o Deleted
 - Warning system for deletions
 - After the survey has been deleted for 30 days, the system will permanently purge the survey from the system. (optional)

Search

- Ability to search:
 - o Surveys by:
 - Status
 - Department
 - Type of survey
 - Dates
 - Category
 - Other metadata
 - o Questions by:
 - Type
 - Department
 - Category
 - Other metadata
 - o Survey system users by:
 - First name
 - Last name
 - Login

Delivery Methods

- Automated setup of recipients
- Easy import and export of lists
- Ability to administer and distribute surveys

- o Event-driven (e.g., end of course, graduation, help ticket closed, project completed, new hire, etc.)
 - o Manual
- Delivered via email
 - o HTML or Text format
- Ability to serve surveys from multiple domains (surveys.ashford.edu, surveys.rockies.edu, surveys.bridgedpointeducation.com)
 - o Associated with specific survey templates
- Options for:
 - o Automated assignment of unique ID's to track individual responses
 - URL and ID's must be securely designed to avoid unauthorized access
 - o Anonymous
- Login not required to take survey

Notifications

- Reminder notifications (for surveys not started)
 - o Configurable with the option to choose the number of reminder emails to be sent
 - o Ability to control the reminder delivery schedule
 - Delivery schedule should be # of days for each reminder
 - Calculated after previous email
 - Cannot be sent after close date
- Thank You emails
 - o Upon successful completion of the survey, a Thank You email is auto-generated and sent to respondents
- Incomplete Survey email
 - o If a survey is started but is not completed, the system will auto-generate and send an email notifying the recipient of the incomplete survey after a defined number of days (configurable)
 - o Retain recipient's responses to avoid re-answering questions
 - o If the survey is not completed by the close date, responses are discarded
- Notification to administrators of survey completion

Email Text

- Ability to create and maintain re-usable and modifiable email text
- Ability to create multiple types (i.e., categories) of emails, such as:
 - o Initial invitation
 - o Reminder
 - o Thank you
 - o Incomplete survey email
- Ability to configure merge fields, such as:
 - o Close date
 - o Survey title
 - o First name
 - o Last name
 - o Link to survey page (e.g., surveys.ashford.edu)
 - o Login information
 - o Unique survey number
 - o Unique number to the survey and the respondent

- Prevents a respondent from mistyping the survey number and accessing a different survey
- URL and ID's must be securely designed to avoid unauthorized access

Reporting

- Reporting of survey statistics should be in “real time”
- Ability to track who, when and how individuals respond (to avoid over-surveying)
- Automated tracking of survey respondents and responses
- Ability to perform statistical analysis, including (but not limited to) mean, median, mode, standard deviation kurtosis and skew calculations (including numerical free-response answers)
- Configurable online report viewing capability
- Ability to create ad hoc reports; i.e., the application should not be restricted to pre-defined reports
- Ability for IR to review reports after close of survey
- Ability to produce a summary report that includes (but is not limited to):
 - o A summary review of response rates
 - o Free response answers contained in an index
 - o A copy of the survey instrument
 - o A copy of the email template(s) used
 - o Qualitative response coding for free response items (*optional*)
- Ability to export report data to:
 - o Microsoft® Word or Excel
 - o Standard file format, such as comma-separated values (CSV) file
 - o Portable Document Format (PDF) format
- Support for ETL

Systems Integration / Application Programming Interfaces (API's)

The survey tool must be able to inter-operate with the following BPE systems:

- Campus Management Corporation's (CMC's) CampusVue application
- BPE intranet (BPE-written application)
- Blackboard Learning Management System (LMS)
- *Optional*
 - o Scantron integration
 - “Ground” campuses need the ability to conduct end-of-course surveys using Scantron forms
 - Ability to customize Scantron survey forms
 - Ability to collect data from Scantron surveys and integrate into survey tool
- API's
 - o Description of available API's
 - o How are they exposed (SOAP, REST, Dynamic Link Library (DLL), Code Libraries)?
- Ability to support the following scenarios with vendor's API's:
 - o Sending out a survey to one or more respondents
 - o Verifying that a survey has been taken by a respondent
 - o Retrieving data for a survey
 - Results
 - Questions
 - Respondents
 - Survey definition

- Metadata
 - o Create a new survey/copy an existing survey with data modifications
 - o Modify an existing survey
 - o Create new questions
 - o Submit answers to an existing survey for a respondent
 - o Email summary results report
- Support for ETL

LEGACY CONVERSION

The survey solution should include a plan for converting existing BPE surveys, responses and reports.

RFP INSTRUCTIONS

Response to this RFP should be submitted electronically to pamela.fox@bridgepointeducation.com or via mail to:

Pamela Fox
Bridgepoint Education
13500 Evening Creek Drive, North
Suite 600
San Diego, CA 92128

All submissions must be received by 5 PM PST on April 30, 2009 for consideration.

Please direct any questions regarding this RFP to:

Pamela Fox, Software Project Manager
Bridgepoint Education
13500 Evening Creek Drive North, Suite 600
San Diego, CA 92128
1.866.475.0317 x3450
pamela.fox@bridgepointeducation.com

PROPOSAL FORMAT AND RESPONSE

The following format should be followed when preparing the proposal response. Return the Appendix A - Bridgepoint Education RFP Acknowledgement Form stating your intentions to respond (or not to respond) with a proposal.

Title Page

Show the RFP name, submission closing date, Vendor name, address, telephone number, facsimile number, email address, and the name of the Vendor contact person.

Letter of Introduction

One page, introducing the firm and the proposal, signed by the person(s) authorized to sign on behalf of and bind the Vendor to statements made in the proposal.

Table of Contents

Show the page numbers of all major headings.

Executive Summary

Summarize, in no more than two pages, the key features of the proposal.

Methodology / Solution / Scope / Project Plan

Indicate your understanding of the key requirements of the project and the methodology you will use in undertaking the project. Be sure to address all of the requirements and specifications contained in the RFP, including:

- Scope of the project and BPE's objectives
- Include a set of facts and assumptions, rationale and decisions
- Indicate timelines, milestones and products and services to be delivered
- Project management, including problem identification and resolution
- Risk management strategy
- Quality assurance and testing methodology
- Monitoring strategy
- Reporting procedures including communication strategy and process with BPE

Price Proposal (Total Project Cost And Specific Breakdown)

The cost portion of the response to this RFP shall be broken down into the following sections:

- Cost for implementing survey solution software
 - o If vendor solution has pricing based upon cost per concurrent license and unlimited licenses, please quote based upon both scenarios
- Recommended hardware purchases
- Annual maintenance costs (if any)
- Support options

References

Provide a minimum of three (3) references currently using the proposed solution, preferably in the higher education arena and using CampusVue software. Please be sure to include contact name, telephone number and e-mail address.

ESTIMATED TIMETABLE

The following example timetable outlines the anticipated schedule for specific RFP activities:

Event	Anticipated Date
RFP issued	4/13/09
Vendors to submit questions	4/14 – 4/21/09
Fax RFP Acknowledgement Form	4/21/09
Closing date for proposal submission	4/30/09
Front-runner or short-list announcement	5/8/09
Proposal presentations	5/15/09 – 5/21/09
Contract Award	5/25/09

EVALUATION CRITERIA

All proposals received by the deadline shall be given due consideration. Proposals received after the deadline shall be reviewed at BPE's discretion.

Vendors will be required to prepare and present a demonstration of their product and how it meets our requirements. The presentation format will be the same for all presenters and will be sent to all vendors selected to present.

Proposals shall be evaluated based upon several criteria including but not limited to:

1. Viability of the company (customer base, years in business, profitability, etc.)
2. Completeness of proposal
3. Vendor's track record with implementing like solutions
4. Overall cost of proposed solution
5. Vendor's ability to meet the stated requirements of this RFP.
6. Vendor's proven ability to implement solution within six months (or less) of signed agreement.

The proposing Vendor, through the submission of a proposal, agrees to all terms and conditions of this RFP, including but not limited to, the Additional Terms and Conditions set forth below.

ADDITIONAL TERMS AND CONDITIONS

MODIFICATION OF TERMS / RFP CANCELLATION

BPE reserves the right to modify the terms of the RFP prior to the proposal submission date at its sole discretion. Proposing Vendors will be advised of any changes or modifications in writing from BPE. BPE also reserves the right to cancel the RFP at any time prior to entering into an agreement with the selected proposing Vendor.

FERPA

The selected proposing Vendor shall represent and covenant that:

- (a) Its use and maintenance of any educational records containing personally identifiable student information that is provided to it by BPE pursuant to the Agreement remains subject to the direct control of BPE.
- (b) It is familiar with, and will comply with in all material respects, all applicable laws and regulations pertaining to student educational records and privacy, including without limitation the Family Educational Rights and Privacy Act, 20 U.S.C. § 1232g and subsequent codes, and its implementing regulations at 34 C.F.R. Part 99; and it promptly will notify BPE in the event it receives notice of any investigation, inquiry or proceeding concerning privacy of student information received by it from BPE.
- (c) It does not and will not provide any information protected by such laws and regulations as set forth in (b) above to any third party, and it does not and will not divulge any protected student information to any third party.
- (d) It will destroy all student and applicant data provided to it by BPE pursuant to the Agreement within ten (10) days of the project completion.
- (e) It will provide a written statement signed by an authorized representative of the selected proposing Vendor to BPE confirming that it has deleted all student and applicant data from its systems, destroyed any paper or other copies of any such data, and has not retained in any form any such data.

SUBCONTRACTING

Subcontracting may not be allowed as a condition of the anticipated agreement.

LIABILITY FOR ERRORS

The information contained in this RFP is supplied solely as a guideline for proposing Vendors. The information is not guaranteed or warranted to be accurate by BPE, nor is it necessarily comprehensive.

CONFIDENTIALITY OF INFORMATION

Information pertaining to BPE obtained by the selected proposing Vendor as a result of participation in this project / agreement is confidential and must not be disclosed without written permission from an authorized representative of BPE.

OWNERSHIP OF THE PROPOSALS

All proposals, including attachments and any documentation, submitted to BPE become the property of BPE.

LAWS OF THE JURISDICTION

Any agreement resulting from this RFP will be governed by and will be interpreted in accordance with the laws of the State of California, irrespective of the choice of law rules of that or any other state. Any legal action relating to or arising out of the parties' agreements shall be venued exclusively in a state or federal court within the state of California.

INDEMNIFICATION

The selected proposing Vendor agrees to indemnify and hold harmless BPE and its past, present, and future officers, directors, partners, shareholders, members, managers, agents, employees, successors, subsidiaries, parents, assigns, representatives, attorneys, affiliates, heirs and insurers, from any and all claims, demands, lawsuits, liabilities, damages, expenses (including reasonable attorney fees), and/or costs arising out of or related to the selected proposing Vendor's provision of services pursuant to the Agreement.

INSURANCE

Any agreement arising out of this Request for Proposal may require that the selected proposing Vendor, without limiting its obligations or liabilities, and at its own expense, provide and maintain throughout the term of the Agreement specific types of insurance with insurers licensed in the particular province where the Agreement is to be performed. The selected proposing Vendor may be required to provide BPE with a Certificate of Insurance. The types of insurance that could be required are:

- Professional Liability (errors and omissions) - usually in an amount of \$ 1,000,000 or more insuring the selected proposing Vendor's liability resulting from errors and omissions in the performance of professional services during and after the Agreement. It is advisable to obtain this kind of insurance with projects involving engineering, architectural, information technology, and other specific professional services.

SOFTWARE

It is the selected proposing Vendor's responsibility to ensure that BPE has all applicable licenses required for any software that may be used as part of the Agreement.

INTELLECTUAL PROPERTY RIGHTS

BPE will be the owner of the intellectual property rights, including receiving patent, assignment of copyright, waiver of moral rights, trademark and industrial design in any product, business process, and software or training program developed specifically through the Agreement. Licensing and marketing rights of the developed product may be negotiated separately.

INDEPENDENT CONTRACTOR

It is agreed that the selected proposing Vendor is not an agent of BPE, but rather a mere independent contractor, and thus BPE will not be held liable for any loss or damage caused by the selected proposing Vendor.

NO ASSIGNMENT

The selected proposing Vendor may not assign its Agreement with BPE to any other party without the express written consent of BPE.

ATTORNEY FEES

In the event BPE is required to pursue legal action against the selected proposing Vendor to vindicate its rights under the parties' Agreement, BPE shall be entitled to recover its reasonable attorney fees and expenses.

NO THIRD PARTY BENEFICIARIES

The Agreement between BPE and the selected proposing Vendor is not intended to create and does not create any legally enforceable rights in or benefits to any third party.

FORCE MAJEURE

Neither BPE nor the selected proposing Vendor shall be liable for any inability to perform its obligations under any subsequent agreement due to war, terrorism, riot, insurrection, civil commotion, fire, flood, earthquake, storm, or other act of God.

SEVERABILITY

If any provision contained in the Agreement is determined to be invalid or unenforceable, in whole or in part, this determination will not affect any other provision contained herein or the remaining portion of a partially invalid provision, which shall remain in force, and the provision in question shall be modified by the court so as to be rendered enforceable.

AGREEMENT CANCELLATION / TERMINATION

The Agreement between BPE and the selected proposing Vendor shall be for a period of one (1) year. The Agreement shall automatically renew each year thereafter unless BPE or the selected proposing Vendor provides written notice to the other party at least ninety (90) days prior to the expiration of the current Agreement period of the party's intent not to renew. The Agreement may also be terminated for material breach of any term(s) of the Agreement if the nonbreaching party provides written notice of same to the breaching party and the breach is not cured within thirty (30) days after receipt of such notice.

APPENDIX A - BRIDGEPOINT EDUCATION RFP ACKNOWLEDGEMENT FORM

Request for Proposal Name	Enterprise Survey Tool
----------------------------------	------------------------

Please complete this form and return via fax by COB 4/21/2009 to:

BPE Contact:	Pamela Fox, Software Project Manager Bridgepoint Education
Address:	13500 Evening Creek Drive North, Suite 600 San Diego, CA 92128
Phone:	1.866.475.0317 x3450
Fax:	1.858.391.3120
Email:	pamela.fox@bridgepointeducation.com

In order to receive any additional information regarding this RFP, please complete this form and return by fax to the RFP contact person.

Company Name:	
Address Line 1:	
Address Line 2:	
Contact Person:	
Position:	
Phone Number:	
Fax Number:	
Email Address:	

Check appropriate responses in A and B below:

- A. ☐ We **will** be submitting a proposal
☐ We **will not** be submitting a proposal.
- B. I authorize BPE to send further correspondence (unable to fax or email) relevant to this RFP that is deemed to be of an urgent nature by the following method:
- ☐ **Courier collect:** courier name and acct no. _____
- ☐ **Mail:** _____

DATE: _____ **NAME:** _____

SIGNATURE: _____ **POSITION:** _____