



**REQUEST FOR PROPOSALS -
Customer Relationship Management
& Data Integration Software
RFP# MATC 2025-0001**

**MANHATTAN AREA TECHNICAL COLLEGE
3136 Dickens Ave, Manhattan, KS 66503
JUNE 12, 2025**

BACKGROUND

Manhattan Area Technical College (hereafter known as the “MATC” or “The College”) was established in 1965 as Manhattan Area Vocational–Technical School. Educational programs were initially offered on the Manhattan High School campus. MATC's current campus, located at 3136 Dickens Avenue in Manhattan, Kansas, was occupied in 1967. Through the years, the increasing influence of advancing technology in business and industry, health and emergency services, and government has made strong technical skills a requirement in most professions. This evolution has made it popular to refer to vocational-technical training as, simply, technical education. In that spirit, the school was renamed in 1992 as Manhattan Area Technical Center. Legislation passed in 1994, Kansas Senate Bill 586 amended K.S.A. 72-4412 and provided the opportunity for technical schools to apply for conversion to technical colleges. In 1996, Governor Bill Graves signed into law Kansas House Bill 2606, which amended K.S.A. 72-4412, and designated the school as Manhattan Area Technical College. During its 2003 session, the Kansas Legislature passed Senate Bill 7, enabling technical colleges to move to autonomous governance independent of the public school system. On March 17, 2004, the Kansas Board of Regents approved MATC's governance plan. On July 1, the long process of gaining autonomous governance came to fruition. MATC is a public technical college governed by an appointed Board of Directors under a governance plan approved by the Kansas Board of Regents on March 17, 2004.

Manhattan Area Technical College is a public technical college governed by an appointed Board of Directors under a governance plan approved by the Kansas Board of Regents on March 17, 2004. The President of the College reports to the Board of Directors and supervises all College operations and instruction. In addition, more than 120 volunteer program advisory board members and general advisory members representing a cross section of business and industry advise MATC.

Mission: Manhattan Area Technical College provides quality technical and general education to prepare individuals to pursue technologically advanced careers and lead productive lives in a dynamic and diverse global environment.

Vision: As a leader in technical education, Manhattan Area Technical College will enhance student-centered learning and service to business, industry, and community members.

Values: In making decisions to advance the mission of Manhattan Area Technical College, the faculty and staff value:

Integrity...being accountable for our actions.

Student-centered instruction...addressing the needs of our students.

Relevant program content...applying industry recommendations.

Quality performance...striving for excellence.

Since its establishment, Manhattan Area Technical College has served an area of Kansas that includes citizens and communities in fourteen (14) counties. MATC has provided and continues to provide advanced education and technical preparation to individuals who hail from communities all over Kansas, other states, and other countries. Lastly, MATC is accredited by The Higher Learning Commission.

EXECUTIVE SUMMARY

Manhattan Area Technical College (MATC) seeks to enhance its student engagement, admissions processes, and overall student success outcomes through the implementation of a Customer Relationship Management (CRM) system tailored for higher education. This proposal outlines the objectives, scope, and implementation plan for acquiring and integrating a CRM solution and data/systems integration that aligns with MATC's mission of providing quality technical and general education.

PROJECT OBJECTIVES

- Streamline and automate the admissions pipeline from inquiry to enrollment.
- Improve communication and engagement with prospective and current students.
- Enable data-driven decision-making through centralized student data.
- Integrate seamlessly with MATC's existing Student Information System (SIS).
- Current or future potentials to support retention and student success initiatives through early alerts and LMS integrations.

SCOPE OF WORK

CRM Selection and Procurement

- Identify and evaluate CRM platforms designed for higher education.
- Conduct vendor demos and reference checks.
- Anticipating selecting a vendor by July 1, 2025.

System Integration

- Integrate CRM with MATC's SIS and cross institutional system to ensure data synchronization.
- Enable data flow between CRM and communication tools (email, SMS, etc.).

Customization and Configuration

- Configure workflows for admissions, advising, and student success tracking.
- Set up dashboards and reporting tools for staff and leadership.

Training and Change Management

- Provide training sessions for admissions, advising, and support staff.
- Develop user guides and support documentation.

Example Implementation Timeline

- July 1, 2025: Vendor selection and contract initiation.
- July–October 2025: System configuration and integration.
- November 2025: Staff training and pilot testing.
- January 2025: Deployment.

Budget Considerations

The budget for this project is flexible and will be finalized upon vendor selection. Cost components may include:

- Licensing and subscription fees.
- Implementation and integration services.
- Training and support.
- Optional modules or add-ons.

Expected Outcomes

- Increased admissions efficiency and conversion rates.
- Improved student engagement and retention.
- Enhanced visibility into student progress and risk indicators.
- Stronger alignment with MATC's mission and strategic goals.

ADDITIONAL INFORMATION:

The College reserves the right to request additional written information or clarification from any Contractor or Vendor as needed to fully evaluate submitted proposals. All such responses must be provided in writing and within the timeframe specified by the College.

By submitting a proposal, the Contractor acknowledges that the College reserves the right to:

- Reject any or all proposals;
- Award a contract to a vendor other than the lowest bidder;
- Waive any irregularities or informalities in the proposal process;
- Make an award in a manner deemed to be in the best interest of the College, at its sole discretion.

COMPLIANCE WITH LAWS AND REGULATIONS

The selected vendor must comply with all applicable federal, state, and local laws and regulations, including but not limited to:

- Title VI and Title VII of the Civil Rights Act of 1964
- Equal Employment Opportunity Act of 1972
- Americans with Disabilities Act (ADA)
- Family Educational Rights and Privacy Act (FERPA)
- Any applicable data privacy and cybersecurity regulations

Failure to comply may result in termination of the contract.

HOW TO A SUBMIT BID

All proposals must be submitted electronically no later than 5:00 PM (CST) on June 19, 2025. Bids should be emailed directly to:

Neil Ross

Dean of Student Services

neilross@manhattantech.edu

Late submissions may not be considered. It is the responsibility of the bidder to ensure that the proposal is received by the deadline.