



TYLER JUNIOR COLLEGE™
FOUNDATION

REQUEST FOR PROPOSAL

**Feasibility Study
for
Tyler Junior College Foundation**

Issued: July 10, 2023

I. TYLER JUNIOR COLLEGE FOUNDATION BACKGROUND

The Tyler Junior College Foundation (Foundation) was incorporated in 1965 as a separate 501 (c) (3) support organization for Tyler Junior College (TJC). Its mission is to provide scholarship, program, and capital support to ensure that TJC continues its legacy of excellence by successfully serving the educational and workforce needs of communities throughout East Texas. At approximately \$94 million in assets, research shows that the Foundation is currently the largest support organization for a community college in the State of Texas and one of the top three nationally.

Tyler Junior College (TJC) is a fully accredited, public, two-year college established in 1926 and located in Tyler, Texas. TJC is one of the largest community colleges in Texas, with nearly 700 full-time employees and more than 12,000 students enrolled per semester. TJC offers more than 120 degree and certificate programs plus extensive training and technical programs. The enrollment of TJC is approximately 50% traditional students that typically transfer to a university to complete a bachelor’s degree, and 50% are students that achieve a credential through a workforce preparation program and immediately pursue a career.

When students step onto the 145-acre Central Campus of TJC, they are immediately part of the College’s unique comprehensive collegiate experience, which includes rigorous academics, 68 national championships in athletics; stellar fine and performing arts programs; modern residential facilities housing 1,200 students; and legacy organizations and clubs that reflect student diversity.

The business of the Tyler Junior College Foundation is managed by a Board of Directors, who comprises 30 local leaders who serve in a volunteer capacity. Members of the Board include:

Dr. Larry Anderson	Mr. Billy E. Hibbs, Jr.	Mr. Joseph Z. Ornelas
Mr. Jeff Austin, III	Mr. Todd Hiles	Mr. Paul Owen
Mrs. Barbara Bass	Mrs. Laura M. Hyde	Ms. Sheryl Palmer
Ms. Joyce Buford	Dr. Paul N. Latta	Mr. James I. Perkins
Mr. Jeff Buie	Mr. Jim Lestor	Mrs. Anne Rhodus
Mrs. Amy Faulconer	Mrs. Nancy Lunceford	Mr. Robert Rivers
Mr. John E. (Ric) Freeman	Mr. David McCullough	Mr. Sam Roosth
Mrs. LaVerne Gollob	Dr. Mike Metke	Mr. John Soules, Sr.
Mrs. Verna K. Hall	Mr. Jimmy Murphy	Mr. Ted Walters
Mrs. Billie B. Hartley	Mr. Andy G. Navarro	Dr. Sherilyn Willis

II. REQUEST FOR PROPOSAL

A. General Information

The Tyler Junior College Foundation is seeking proposals for a feasibility study to determine the amount of private commitments to be secured over a three-year period culminating in the 100th anniversary of the founding of TJC.

A complete “Request for Proposal” packet may be obtained online at <https://www.tjc.edu/rfp>.

This Request for Proposal (RFP) is part of a competitive procurement process that helps to serve the best interests of the Foundation. It also provides firms with a fair opportunity for their services to be considered. This RFP provides instructions for submitting proposals, procedures, and criteria by which a firm may be selected.

Past fundraising campaigns have been project based, and the Foundation is considering its first comprehensive campaign (Campaign) in honor of the College’s centennial, which would include endowment support for scholarships, programs, facilities and discretionary needs. The Campaign will also secure private funding to help underwrite facility construction for priorities identified through TJC’s new master plan.

Participating firms will provide a comprehensive proposal for a feasibility study based on the “State of Work” within this RFP document. The selected firm will provide a representative(s) for ongoing meetings with the Tyler Junior College Foundation’s executive committee and appropriate TJC institutional advancement personnel.

The following items are included as part of the RFP packet and are available on the website:

- TJC Strategic Plan: Exhibit A
- TJC Master Plan: Exhibit B
- Foundation webpage: www.tjc.edu/foundation

B. Statement of Work

This Statement of Work is intended to outline the services, materials and special items required to perform the feasibility study for the Foundation.

- Develop Campaign Case for Support (Case) with Foundation’s executive committee, TJC’s executive cabinet and institutional advancement personnel, as well as other appropriate constituents.
- Test Case and basic planning assumptions with potential Campaign contributors using activities such as interviews. Discover how potential contributors feel about TJC and the continuing success of the College, students and community. Is TJC important and a priority for giving?
- Develop giving pyramid of principal and major contributors, as well as other supporters to include individuals, corporations and foundations. Identify additional prospects for principal and major gifts.
- Recommend realistic fundraising goals in order to support Campaign success.
- Determine Campaign strategies. Address strengths and weaknesses and prognosis for achieving recommended goal.
- Develop optimal timeline for Campaign phases with implementation plan including marketing and public relations.

- Prepare support documentation for successful planning and implementation.
- Recommend needs for successful Campaign including analysis of staffing, budget, collateral materials, depth and quality of current database, as well additional data resources to support effectiveness.
- Identify volunteer and staff leadership and additional donor prospects.
- Determine how Campaign can be utilized to further build the philanthropic culture for TJC by engaging selected faculty/staff, students and alumni to share overall Campaign messaging and serve as resources of awareness.
- Provide engagement opportunities for Foundation board to enhance their leadership and roles as fundraisers and advocates for TJC and the Foundation.
- Make onsite presentation concerning feasibility report to Foundation board and key leadership from TJC.

C. Minimum Qualifications

To be eligible for consideration, a Firm must respond to all items in the RFP and meet the following minimum qualifications:

- Firm engaged professionally in development work including the leading of feasibility studies for a minimum of ten (10) years
- Willing to conduct a minimum one-hour presentation on the TJC Central Campus in Tyler, Texas at the firm's expense if selected as a finalist. Said presentation will include an initial Executive Summary for a Campaign CASE for Support and samples of successful feasibility studies for similar higher education institutions.

D. Term of Service

Services to commence on or about October 2, 2023 and continue for a period of four (4) months. Selected firm will be employed by the Tyler Junior College Foundation.

E. Submission Requirements

All proposals must be received on or before the Submittal Deadline, 4:00 p.m. CST, August 4, 2023, and should be delivered to or, if sending by common carrier (Federal Express, UPS, etc.), sent to:

Street Address:
Tyler Junior College Foundation
Attn: Mitch Andrews, Executive Director
1327 South Baxter Avenue
Tyler, Texas 75701

- Firms must submit ten (10) complete, bound and identical copies of its *entire* proposal on letter-size (8-1/2" X 11") paper. An *original* signature by an authorized officer of the Firm must appear on at least one (1) copy of the submitted proposal. The copy of the Firm's proposal bearing an original signature should contain the

mark “original” on the front cover of the proposal.

- Firms must also include a thumb drive with a digital version of the *entire* proposal or provide a secure link to access a digital file.

Please respond to the RFP questions in the order presented and limit your response to thirty (30) typed written pages for all questions. Appendix items, if any, are not limited. An appendix is to be presented as back-up information and not directly in response to the questions unless so noted in the question.

The Foundation is not responsible for any costs incurred by any Firm responding to the RFP. All responses will be kept confidential.

Each proposal must remain valid for the Foundation’s acceptance for a minimum of ninety (90) days after the Submittal Deadline to allow time for evaluation, selection, and any unforeseen delays.

All data/material developed or acquired by the Firm as a result of work under the RFP shall be the property of the Tyler Junior College Foundation. No material or reports prepared by the Firm shall be released to the public by the Firm without the prior written consent of the Tyler Junior College Foundation’s Executive Director or designee.

Firms will direct all questions regarding this RFP by email to the Executive Director of the Tyler Junior College Foundation. Questions or concerns must be received by email no later than July 24, 2023, at 4:00 p.m. CST.

Mitch Andrews, Executive Director
Tyler Junior College Foundation
Email: mand@tjc.edu

The Foundation may, in its sole discretion, respond in writing to written inquiries concerning this RFP. Only the Foundation’s responses that are made by formal written Addenda will be binding on the Foundation. Any verbal responses, written interpretations or clarifications other than Addenda to this RFP will be without legal effect. Any and all Addenda issued by the Foundation prior to the Submittal Deadline will be and are hereby incorporated as a part of this RFP for all purposes. It is the Firm’s responsibility to make sure they have obtained all Addenda. Addenda, if any, will be posted on TJC’s website at <http://www.tjc.edu/rfp>.

At no time during the RFP process shall any representative of the Foundation be contacted, unless pre-approved by Mitch Andrews. This includes members of the Tyler Junior College Foundation Executive Committee and Board of Directors.

F. Timeline

07/10/2023	Official issuance of RFP
07/24/2023	Deadline for questions
08/07/2023	Submittal Deadline

The following portion of the timeline is subject to change without notice.

08/14/2023	Notify finalist and schedule on-site presentations
09/11/2023	On-site presentations (anticipated one or two-day process).
09/18/2023	Notify selected Firm and initiate contract/agreement process.
October 2023	Signed contract/agreement in place. Anticipated completion date of October 2, 2023.

G. Reserved Rights of the Tyler Junior College Foundation

The Foundation has the right to:

- Reject any or all the proposals
- Cancel the entire RFP process
- Remedy any technical errors in the RFP
- Negotiate with any, all, or none of the respondents to the RFP
- Solicit the best and final offers from all or some of the prospective Firms
- Contract with any respondent based solely on the qualifications and capabilities of the Firm and its consultants
- Choose not to have formal presentations
- Solicit follow-up information as deemed necessary

H. Proposal Evaluation Criteria

The Tyler Junior College Foundation is not bound to accept the lowest fee proposal. The following list of criteria will be used to evaluate all submitted proposals. The order in which the selection criteria are listed is not necessarily indicative of their relative importance:

- Composition of the Firm including the key personnel committed to this project, their experience, and the Firm's capacity to provide high quality services.
- Firm's availability to work with the Foundation executive committee and personnel on an ongoing basis during the consulting period.
- Firm's reporting and communications practices.
- Firm's fee proposal including terms.
- Firm's relevant experience, qualifications and success in providing services of the as described within this RFP.
- Quality of the Proposal. Specifically, proposals should be straightforward, concise and should describe the Firm's offerings and capabilities in a format that is reasonably consistent, comprehensible and appropriate to the purpose.
- Firm's references from organizations / institutions comparable to the Tyler Junior College Foundation.

III. CONTENTS OF PROPOSAL

The proposal submitted by a firm will consist of narratives and, if necessary, graphs, tables and any other information needed to illustrate the proposal and experience of the Firm. The following items should be addressed in the proposal in the specified order and must reference the item number:

1. Organization

- a. Describe the organization, including date founded, ownership and any subsidiaries and affiliates. If a significant change in organizational structure, ownership or management has occurred during the past three years or is planned for the immediate future, please describe.
- b. Location of headquarters.
- c. Describe the Firm's scope of development related services and customer service philosophy.
- d. Describe any other business affiliations with the Tyler Junior College Foundation and/or its Board of Directors.
- e. Disclose any and all conflicts of interest the Firm may have to be appropriately considered as a consultant for the Foundation.
- f. Describe the Firm's primary revenue sources and comment on the Firm's financial condition.

2. Experience and Historical Performance

- a. Number of years of experience in providing development related services including feasibility studies.
- b. Describe the Firm's experience in implementing feasibility studies for institutions of higher education.
- c. Describe the Firm's experience in providing other development related consulting for foundations including those that support higher education.

3. Institutional Clients

- a. Client to consultant ratio.
- b. Provide a minimum of three references that we may contact. Recommended are institutional clients most similar to the Tyler Junior College Foundation in type and asset size. Include name, an individual contact, his/her telephone number and email and a brief description of the services provided for each reference.

4. Personnel

- a. Identify the key personnel who will be assigned to this account.
 - i. Describe the roles of each person and indicate who will be the primary contact for the Foundation account.
 - ii. Provide brief resumes and biographical information for all identified key personnel. Include the following information: title, number of years at the Firm, total number of years in development related consulting, professional designations or licenses.

- iii. Provide the physical location of the primary contact (account manager) for this account.
- iv. Identify who will be present for meetings with the Foundation's Executive Committee including who will attend in person as requested.
- b. For the primary contact (account manager) for this account, provide the names and phone numbers of three references for whom the individual has or is serving as a development consultant.

5. Customer Service Approach and Discipline

- a. Briefly describe the Firm's customer service philosophy.
- b. Describe the in-house technical and research support services the Firm has available. What other resources are used by the Firm on a regular basis?
- c. Briefly describe any additional features, attributes or conditions that should be considered.

6. Accounting and Reporting

- a. Describe the reporting system used by the firm and metrics to determine success of feasibility study.
- b. Describe how the Firm plans to interface with the Foundation executive committee and TJC institutional advancement personnel to provide regular communication and reporting.
- c. Describe the format and method of delivery of monthly reports. List reports available on-line or through other electronic means and explain how the committee and staff would access this information. Provide, as an appendix, sample reports.

7. Other Services

- a. Please address any alternative or additional services that the Firm is capable of providing that may be of benefit to the Tyler Junior College Foundation as it pursues the Campaign.
- b. Describe the Firm's experience and capability for providing education on the feasibility process to TJC institutional advancement staff.

8. Fees

- a. Provide the fee schedule that would apply to this account for each of the services the Firm is providing as part of the feasibility study.
 - i. Is there a down payment?
 - ii. Are their scheduled installments?
 - iii. What other fees apply to the feasibility study including any third-party research tools?
 - iv. Are travel expenses included or extra?
 - v. Are there any additional expenses, not covered by the fee schedule?
- b. Provide a description and/or example of the billing method that will be used.