B0003944 NOTICE OF INTENT TO AWARD A SOLE SOURCE CONTRACT

St. Louis Community College intends to make a purchase which has been determined to qualify as a “Sole Source” purchase. The purpose of this “Notice of Intent to Award” is to publicly announce the college’s intent to award a Sole Source Contract for specific goods and/or services.

Any vendor who does not agree that the goods and/or services are available only from the contractor determined to be a sole source may protest the “Notice of Intent to Award by contacting the Purchasing Department within seven (7) calendar days of the date this Notice is posted. Your protest must be in writing and describe the basis for the protest. Please submit your protest via e-mail to stlccpurchasing@stlcc.edu and include the following in the Subject line: PROTEST OF NOTICE OF INTENT TO AWARD SOLE SOURCE CONTRACT.

Notice Date: February 14, 2020
Response Due Date: February 24, 2020
Vendor Name: National Research Center for College and University Admissions (NRCCUA)
Product or Service: Organizational membership to NRCCUA’s recruitment and enrollment solutions, research data and insights on the latest career and college choices of today’s high school students
Objectives:

- Assist colleges and universities with identifying potential students that can benefit from higher education to create an informed and data-driven admissions office

- Provide a communications link between professional admissions personnel and high school staff members responsible for student information and guidance to empower admissions officers with personalized intelligence on their target markets, brand and competition

- Publish and disseminate research on student attitudes and opinions as they relate to higher educational opportunities to provide actionable plans for all aspects of the funnel, from prospecting to enrollment and beyond
Membership Benefits:

- Access to Class Planner app with national trend data for identifying and analyzing target markets through segmentations such as gender, GPA, major interest, etc.

- Eduventures Research app with weekly Wake-Up Call reports, a weekly analysis of higher education research, news and survey data, and insider perspectives

- Student Sentiment Survey which examines the communication preferences of college-bound high school students

- DataCloud access to 21,000 prospects

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