

COMPLETE COLLEGE AMERICA

2018 Technology Seal of Approval Solicitation

Introduction and Program Information

Complete College America

Established in 2009, Complete College America (CCA) is a national nonprofit with a single mission: Leveraging our Alliance to eliminate achievement gaps by providing equity of opportunity for all students to complete college degrees and credentials of purpose and value.

The need for this work is compelling. Between 1970 and 2009, undergraduate enrollment in the United States more than doubled, while the completion rate has been virtually unchanged. We've made progress in giving students from all backgrounds access to college – but we haven't finished the all-important job of helping them achieve a degree. Measuring the success of all students is an essential first step. We must then move with urgency to reinvent American higher education to meet the needs of the new majority of students on our campuses, delicately balancing the jobs they need with the education they desire.

Complete College America believes there is great reason for optimism and a clear path forward. With a little more support – and a lot of common sense – we can ensure that many more young people get the high-quality college education that will help them live productive and fulfilling lives. All Americans will share in the benefits of their success.

Technology Seal of Approval Program

In 2016, CCA held the inaugural Technology Seal of Approval program to signal to American higher education institutions that implementation of early momentum strategies can now be fully supported by technology. Four awards were presented to solution providers that support technology for early momentum strategies and implementation efforts: [CollegeSource](#), [EAB](#), [EduNav](#) and [Full Measure Education](#). In 2017, CCA raised the bar by expanding the scope of the award requirements to include Informed Choice and Proactive Advising. [EAB](#) and [Hobsons](#) both won awards by demonstrating comprehensive solutions providing functionality in all of the required areas.

The 2018 program will continue to challenge solution providers by further expanding the functional requirements to include Onboarding, Scheduling and Predictive Analytics. Changes to support the program will recognize both best of breed and comprehensive solutions. The 2018 program includes two award divisions: the Technology Trailblazer awards, recognizing components of time, choice and structure; and the Seal of Approval award, recognizing the most comprehensive technology in line with student success strategies. The program evaluation process will be altered to allow for flexibility when submitting proposals. The Seal of Approval advisory board will again oversee the program evaluation and award process.

2018 Seal of Approval Awards

Technology Trailblazer Awards

The Technology Trailblazer will be awarded to solution providers who offer software solutions that promote and facilitate institutions to achieve Purpose First and early momentum strategy goals. To receive a Technology Trailblazer award, providers must demonstrate solutions that satisfy best practice requirements and measurements. Additionally, solution providers must make evident their strategies for promoting the policies and processes necessary for institutions to implement change.

CCA will be the sole judge of the qualifications of all prospective candidates and reserves the right to reject any and all submissions without recourse. CCA will not provide the evaluation or criteria to solution providers. Solution providers may apply for any or all of the individual Technology Trailblazer awards. Requirements for each will guide the evaluation criteria for submissions. The requirements will represent software functionality as well as implementation and technical aspects for the following Seal of Approval awards.

Time Award	Choice Award	Structure Award
<ul style="list-style-type: none">• Academic Maps• Proactive Advising	<ul style="list-style-type: none">• Informed Choice• Onboarding	<ul style="list-style-type: none">• Scheduling
<i>Predictive Analytics and Student Momentum</i>		

Time

The essential elements of time are academic maps and proactive advising. Once a student has selected a career and meta major or major, the pathway to meet graduation requirements is key for completion. Along the way, students may need advising support to overcome obstacles, maintain contact and complete tasks.

Choice

The essential elements of choice are informed choice and onboarding. Completion begins with an informed selection of a meta major/major leading to a career with prospects for employment. Once a choice is made, onboarding the student is the first step towards developing a plan for success.

Structure

The essential elements of structure are scheduling and resource management. To ensure students are on track to graduation, resources must be effectively planned and scheduled so that courses are available to students. This includes but is not limited to the number of section, number of seats, time of day offering and faculty load.

Predictive Analytics and Momentum

Each of the awards will have elements of predictive analytics and momentum included. Data is a required element to effectively manage and plan activities and resources across time, choice and structure. CCA promotes several momentum strategies to accelerate student completion including 15 to Finish/30 credits in a year, Math Pathways, Corequisite Remediation and nine hours of major coursework in the first year.

Seal of Approval

The Seal of Approval award for 2018 will recognize vendors that meet the requirements for all of the Technology Trailblazer awards in addition to game-changing work to allow prospective students to access the tools and systems in order to effectively explore and choose institutions and majors. The information and tools in the systems are just as important to prospects as matriculated students. There are no specific feature requirements as the goal is to hear how vendors are approaching the support for prospective students.

Participation Guidelines

Timeline

There will be two different submission and evaluation periods. Vendors will choose one period to complete all the necessary submission process steps. All steps must be completed within the submission period and will not carry over to another period.

Process Step	Period 1	Period 2
1 (Initial Call)	Apr 1 - Apr 30	Jul 1 - Jul 31
2 (Demo)	Apr 1 - Apr 30	Jul 1 - Jul 31
3 (Written Response)	May 1 - May 31	Aug 1 - Aug 31
4 (Review)	Jun 1 - Jun 30	Sep 1 - Sep 30
5 (Evaluation)	Jun 1 - Jun 30	Sep 1 - Sep 30

Initial Call and Demonstration

To begin the process, applicants must send a letter of intent to participate in the 2018 program to sealofapproval@completecollege.org. The letter of intent should include:

- Primary point of contact
- Choice of submission period 1 or 2
- Award(s) sought
- Availability for one-hour initial call, please include three to five options
- Availability for two-hour demonstration, please include three to five options

After completing the initial call and demonstration, the written response must be submitted electronically along with a signed cover letter. Please note that it is the solution provider's responsibility to ensure that the submissions and all other required documents are received at the email address and by the closing date specified above.

Written Response Requirements

General

The solution provider shall bear all costs associated with the preparation and submission of their response to this program and the subsequent evaluation phase. CCA will in no case be responsible for these costs, regardless of the conduct or outcome of the evaluation process.

The submission must be accompanied by a cover letter, signed by an individual authorized to bind the entity. Full contact information for the authorized individual must be provided and include; name, title, address, email address and phone number. Please include a complete company profile; financial information is not required.

Response to Feature List

The feature list is divided into four tabs. The general tab contains 25 requirements that must be completed for any submission. These requirements represent the technology and practices that promote successful implementation and use. The remaining tabs represent the requirements for each of the awards. Participants should complete the tabs for each award sought.

- Time: 22 requirements
- Choice: 22 requirements
- Structure: 11 requirements

The responses may take one of two forms:

1. A description of the features told in a narrative format. The description could be details of the features or user stories told from the perspective of the student or staff. Please address as many of the features as possible in the narrative along with any functionality not listed that supports the early momentum strategies.
2. Detailed responses to each of the features in the list. Responses can be directly added to the spreadsheet. Solution providers are encouraged to address as many as possible and may add to the list to describe functionality not listed that supports the early momentum strategies.

All responses should be in 10pt font. The entire response should not exceed 15 printed pages. Any information not provided will be assumed to be functionality that is not available from the solution provider. Any functionality that is currently in development must be so indicated.

CCA reserves the right to verify any information contained in the solution provider's submission or to request additional information after the submission has been received. Every affirmative answer to an item will be assumed to mean that the solution provider agrees the capability is currently available and supported within its product(s).

Attachment and Supplements

Submissions can include any material(s) solution providers feel would enhance the response. Marketing brochures included as part of the main body of the submission shall not be considered. Such material must be submitted only as attachments and must not be used as a substitute for written responses. Identify the attachment file with the feature number from the spreadsheet. In case of any conflict between the content in the attachments and solution providers' answers in the body of the submission, the latter will prevail.

Questions and Clarifications

An online meeting will be conducted to describe the process and answer questions. The details for the meeting are below:

2018 Seal of Approval Info Session Webinar

When: Friday, March 16
1:00 PM EST

Register at https://zoom.us/webinar/register/WN_3J0BfHL8Tq66529hIMfs-g

For all other questions, solution providers should aggregate their requests for clarification and submit them via email to sealofapproval@completecollege.org. Such requests for clarification and responses will be posted to the program web-site without identifying the source of the inquiry.

Confidential Information

CCA is aware that information contained in the proposals gives an indication of the solution provider's current operations. Therefore, use of this information from solution providers shall be confined to this request and will be treated as confidential.