

Massachusetts College of Art and Design RFP 21-01
Counseling Services Support
Attachment #1 – Specifications and Descriptions of Services

Relevant Background

Founded in 1873, MassArt is the only freestanding public college of art and design in the United States. The College excels in the education of professional artists, designers, and art educators and is an integral contributor to the cultural and intellectual life and creative economy of the Greater Boston region, the Commonwealth of Massachusetts, and beyond. Located in Boston's hub of arts and culture along the Avenue of the Arts, MassArt offers a comprehensive range of undergraduate and graduate degrees in 22 disciplines, as well as youth and continuing education programs.

MassArt offers a range of public programs, including innovative gallery exhibitions, lectures, and events; youth art programs that serve hundreds of Boston Public Schools and Greater Boston K-12 students; community arts partnerships and civic engagement initiatives; and professional development opportunities for educators, artists, designers, and the general public. Across all of these offerings, thousands of Greater Boston residents are served each year. In consideration of these relationships, the College is committed to community engagement as a significant component of its mission.

MassArt had a Fall 2019 Student FTE of 1,863 (1,690 undergraduate students, 119 graduate students, and 54 in non-degree and in certificate programs).

Project Goals

The University offers comprehensive Counseling Services for students at MassArt. Currently the University does not have a sustainable model for meeting after hours emergencies. The Director of Counseling is on duty anytime the office is closed. In addition, Telehealth procedures and guidelines are relaxed regarding state licensing during the COVID-19 pandemic. Currently we do not know how long this will last. The University needs to be prepared to offer telehealth services across state lines and internationally if we will operate in any way remotely in the Fall 2020 and Spring 2021.

Project Scope

The scope of this project is to secure a counseling hotline available 24/7. This line would be utilized by students and staff that respond to student mental health emergencies (i.e. Residence Life Staff, Public Safety, and Counseling Staff). This contract award/service will not serve the mental health needs of faculty and staff. In addition, the contracted services must give telehealth access to students across state lines and internationally.

The following criteria must be met to achieve a successful project:

- Operate a 24/7 Support Line available to all MassArt students in the United States and Internationally
- Treatment options via telehealth across both state lines and internationally
- Have licensed counselors available to operate in US states/territories and countries internationally.
- Professional Liability Insurance Requirements - Minimum \$1,000,000 per occurrence and minimum of \$3,000,000 aggregate.

Meetings

The consultant/firm will:

- Meet at least once a week with the implementation team during July and August.
- Provide consultation and program support throughout the duration of the contract.
- Be available to troubleshoot any issues with software and personnel throughout the duration of the contract.

Travel Costs

All travel and related costs must be included in the proposal. There will be no additional travel expenses allowed throughout the term(s) of the contract.

Proposal & Project Timeline

Bid Issued	June 15, 2020
Deadline to submit written questions	June 21, 2020 at 11:59 PM EST
Contract addendum issued answering questions	June 25, 2020
Bid Deadline	July 1, 2020 at 11:59 PM EST
Finalist Interviews via Zoom	July 7 & 8, 2020
Anticipated Bid Award	July 10, 2020
Anticipated Start Date	Week of July 13, 2020

July & August 2020

- Meet at least once a week with the implementation team

August 15, 2020

- Begin marketing this new service to students

September 1, 2020

- Program goes live

Either party may terminate this agreement with or without cause by giving to the other party not less than thirty (30) days advance written notice of both its election to do so and the effective date of termination. If this agreement is terminated, the college shall have no further obligations other than payment for services already rendered and for expenses previously incurred.

Any contract resulting from this RFP shall be for an initial term of date contract documents are signed to June 30, 2021. MassArt reserves the right to extend the contract for up to two additional twelve month periods with the same terms and conditions. Any changes must be agreed upon in writing.

Proposal Deadline

Bid proposals are due by 11:59 PM EST on July 1, 2020. Bids must be submitted electronically by emailing proposals to purchasing@massart.edu. Your electronic file should not exceed 10 megabytes. Subject line in emails should reference ***RFP 21-01, Counseling Service Support*** for Massachusetts College of Art and Design. No paper or fax copies will be accepted.

The cost of producing proposals shall be borne by the interested bidders.

Any questions regarding the bid must be submitted in writing to purchasing@massart.edu by June 21, 2020, 11:59 PM EST. An RFP addendum will be issued by end of day, June 25, 2020, containing written responses to questions received. The College will not be able to address additional questions received after June 21, 2020.

After a review of proposals, selected finalists will be contacted for interviews via Zoom with college representatives. The team lead/account manager that will be providing services required in the RFP must attend the interview. The interviews will take place on July 7 and July 8, 2020 and will last for approximately one hour.

Budget

All RFP responses must include cost proposals to complete the tasks described in the project scope. Costs proposals ***must categorize the bottom line amount as follows:***

- July, 2020 and August, 2020 - Implementation and Marketing as described above
- September, 2020 to June 2021 (10 months) - Monthly service costs, including Consultation and Program Support, keeping in mind that Fall 2019 student FTE was 1,863.

Payment schedule upon contract award will be monthly in arrears (at the end of each month for services already provided).

Vendor Response and Evaluation Criteria

MassArt will evaluate proposals based on the following criteria. To ensure consideration for the RFP, your proposal must address the following criteria:

- Ability to offer services needed
- An explanation of how the consultant/firm is best served to meet the objectives of the college as outlined in this RFP
- Organizational experience as it pertains to the project
- List of staff, and their background, in your organization. Credentials of the specific team that will be working on the account.
- List of which US states/territories and which countries internationally your counselors are licensed to operate.
- A full client list including quality of work shown for at least three clients for whom your organization has completed similar work within the past five years, with a description of the completed project and primary contact information for these clients.
- Anticipated resources you will assign to this project.
- Cost Proposal. While the College is not defining a set budget amount in this RFP, bidders should be cognizant of the fact that MassArt is a public institution of art and design. Therefore, the College must have a high quality AND cost effective counseling services support initiative. The successful bidder will have to demonstrate the ability to achieve both objectives. MassArt will use the entirety of responses in the section of the RFP titled "Vendor Response and Evaluation Criteria" as the evaluation criteria. Cost is one factor, but the selection will also take into consideration the consultant's ability to deliver on the other criteria.