RFP - Student Success and Engagement Platform (SSEP) (2023)

RFP #: **269EMCPS-23-007**

BidNet Title and Link

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Status

Closed - Contracting

Overview

EdgeMarket seeks proposals from qualified vendors for a Student Success and Engagement Platform solution. EdgeMarket desires a solution for Edge Members and Participants that not only assists the students on their academic path but also provides data analytics and predictive modeling tools that can be used by Advisors and Faculty to improve student success. The information derived from the solution must help to identify students at risk and have the tools to successfully use retention strategies to enable such students to graduate.

Many institutions have established resources for student support and success; however, many students often do not take advantage of the resources available so retention and progressive success have not improved as much as anticipated. There are multiple reasons why students have not utilized available resources, among them being barriers such as:

- Difficulty in accessing resources

- Lack of awareness of the full range of resources available to them

- Time constraints because of busy schedules

- Self-reliance in preferring to tackle challenges independently rather than wanting to seek

- Fear of stigma in seeking help or utilizing resources

- Overconfidence in believing they don't need additional help, even when struggling

- Financial concerns about using additional resources that come with additional costs

- Procrastination, resulting in a delay in seeking help until they are in a crisis

- Inaccessibility due to physical or logistical barriers, such as the location of services, limited availability, or complex application process

- Cultural or language barriers

- Ineffective promotion of available resources and services

- Social factors such as peer pressure and social norms can influence whether or not students seek help or use available resources

The goals and expectations of implementation of a Student Success and Engagement Platform are to:

- Address barriers and challenges by promoting the utilization of available resources

- Offer flexible access options to resources

- Foster a culture of academic and personal support to help and encourage students to make use of available resources
- Provide the tools to ensure easy access to the information and resources students need to be successful
- Increase the number of students achieving academic success
- Provide a measurable turn-key solution to track student success/retention
- Provide the tools available to Faculty and Staff to assist in this process

Software Expectations

The software should assist in identifying students at risk of failing and/or withdrawal before the student fails or withdraws. The platform should consider student grades, student attendance, and other existential factors in its assessment, identify students at risk quickly, and promptly alert the appropriate personnel.

The proposed platform should include the following but not be limited to:

- Analyzing student grades and attendance and alerting appropriate personnel when patterns leading to high student attrition emerge
- Provide predictive analytics to alert Administrators and Advisors when students are exhibiting at-risk behaviors
- Allow managers to overview all students whilst letting advisors and other employees who work directly with students see only their advisees
- Provides dashboards at every level visually representing how students are progressing with the ability to drill down to individual student progress
- Having standard integration with multiple learning management systems
- Proactively communicate with students directly through multiple communication channels.

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