



**TO**           **Prospective Supplier**

**FROM**       **Kip Smalligan, Sr. Strategic Sourcing Specialist, Procurement Services**  
**Ph 616/331-3211   Fax 616/331-3287   smalligk@gvsu.edu**

**DATE**       **March 11, 2019**

**RE**           **Request for Proposal #219-20**  
**Housing & Dining and Student Center Planning Consultant**

Grand Valley State University is accepting proposals for consultant services to advise on long term planning for its housing & dining services, and student center. Consultants may propose services for both the student center and housing & dining; **or** propose only the student center; **or** propose only housing & dining.

If you wish to provide this service, submit your proposal by e-mail ([smalligk@gvsu.edu](mailto:smalligk@gvsu.edu)) no later than 5:00 p.m. on Friday March 22, 2019 to [smalligk@gvsu.edu](mailto:smalligk@gvsu.edu). Your proposal must be received by that date and time. No telephone, fax, or verbal quotations will be accepted. GVSU is not responsible for late, lost, misdirected, damaged, incomplete, illegible, or postage-due mail. **Write the RFP number RFP #219-20 in the subject line of your e-mail.**

Contact Kip Smalligan if you have any questions at 616/331-3211 or e-mail [smalligk@gvsu.edu](mailto:smalligk@gvsu.edu).

## **GVSU RFP #219-20 Housing, Dining, & Student Center Planning Consultant: Instructions**

Grand Valley State University is accepting proposals for a consultant to advise on long term planning of its housing & dining services, and student center. Consultants are free to propose services for both the student center and housing & dining; **or** propose only the student center; **or** only the housing & dining.

If you wish to provide this service, submit your proposal by e-mail ([smalligk@gvsu.edu](mailto:smalligk@gvsu.edu)) no later than 5:00 p.m. on Friday March 22, 2019 to [smalligk@gvsu.edu](mailto:smalligk@gvsu.edu). Your proposal must be received by that date and time. No telephone, fax, or verbal quotations will be accepted. GVSU is not responsible for late, lost, misdirected, damaged, incomplete, illegible, or postage-due mail.

Write the RFP number RFP #219-20 in the subject line of your e-mail.

1. Project Schedule:

Proposal Due Date	March 22, 2019 5:00 pm
Interview Finalists (if needed)	March 25 (week of)
RFP Awarded	April 2, 2019
Services Commence, Interviews	April 2019
Interviews, focus groups, etc.	Summer 2019
Analysis	Fall 2019
Report / Recommendations	December 2019

2. Should it become necessary to revise any part of the RFP, notice of the revision will be given in the form of an addendum to all prospective suppliers on record as having received the RFP. Notice will also be posted on the Bid Opportunities page of the GVSU Procurement Services website at <http://gvsu.edu/purchasing/bid-opportunities-35.htm>. Each supplier should acknowledge receipt of addenda in their proposal on the proposal form, but the failure of a supplier to receive or acknowledge receipt of any addendum, shall not relieve the supplier of the responsibility for complying with the terms thereof.
3. Grand Valley State University reserves the right to accept or reject any or all proposals.
4. Each proposal should be prepared simply and economically, providing a straightforward, concise description of the service, approach, and ability to meet the University's needs as stated in this RFP. **Limit your proposal to 10 pages not including the GVSU Proposal form**  
Complete the Proposal Form on page 7 and 8.
5. Regarding the requirements in the Specifications section, the supplier must state any qualification or reservation if the capability cannot be fully met or can only be fully met with significant workaround or adjustment.
6. Include all costs to GVSU in proposal. Provide a cost schedule for optional or variable costs.
7. Evaluation criteria will include:
  - a. Staff, their availability, experience, and credentials specifically with student life-related projects of similar type, scope, and scale.

- b. Cost, structured in such a way to be acceptable to GVSU, meeting the University's financial goals while demonstrating sufficient financial strength to ensure the full and proper performance of the contract through its term.
  - c. Evidence of a firm-wide approach to excellence, particularly related to specialized experience in university environments.
  - e. Indication that the firm is prepared and willing to comply with all RFP requirements, including the ability to meet time tables specified.
8. Suppliers may be asked to make a presentation to the evaluation committee.
  9. Acceptance of awarded proposal will be made by GVSU purchase order.
  10. Grand Valley State University's Michigan sales tax exempt certificate will be made available to awarded supplier.
  11. Suppliers are responsible for all associated costs incurred in responding to this RFP.
  12. Direct all questions regarding this RFP to Kip Smalligan at 616/331-3211 or [smalligk@gvsu.edu](mailto:smalligk@gvsu.edu).

**A. Kirkhof Center (student center) Facility Program Assessment**

- Propose or affirm Kirkhof Center (Kirkhof) ideal purpose along with ideal incorporation of Division of Student Services vision, values, mission, and goals
- Build upon GVSU master planning and previous Kirkhof facility planning objectives
- Evaluate student needs and highlight gaps, if any, relative to facility program offerings (e.g., specialized student population needs such as veterans, cultural groups, and student organizations; lounge and social space; student service needs.
- Consider faculty, staff, and other non-student needs
- Benchmark Kirkhof Center against university peers (cross-applicant and aspirant)
- Review food service plans relative to campus needs and facility program recommendations
- Assess how students use the Mary Pew Idema Library versus the Kirkhof Center and how to create a more mutually and strategically advantaged relationship
- Recommend ideal facility program (e.g. spaces, offices, modifications) and estimated cost, sequence, and alternatives
- Selected consultant will be expected to generate significant input via focus groups, surveys, intercept interviews, presentations, etc.

**Kirkhof Center Scope-Related Interviews with GVSU departments**

(not exhaustive – others identified once process begins):

Division of Inclusion and Equity (I & E) (e.g. CWGE, LGBT Resource Center)

Office of the Provost & Executive Vice President (e.g. AVP for Academic Affairs)

Division of Finance and Administration (e.g. Business and Finance, Facilities Management)

Kirkhof “residents” (e.g. Student Veterans Association., student media offices)

**Kirkhof Center Program Assessment Steering Committee:**

Associate Dean for Student Life (convener)

Vice Provost for Student Affairs and Dean of Students

Associate Vice Provost for Student Affairs Housing and Health Services

Assistant Vice President for Academic Affairs

Dean, University Libraries

**Kirkhof Center Program Assessment Work Group**

Assistant Dean of Students

Associate Vice President for Inclusion and Student Support

Assistant Director of Event Services

Director of Recreation and Student Wellness

Assistant Director of Student Life

Student Representatives:

Student Senate designee

Campus Activities Board Designee

Student Veterans Association designee

Social Justices (I&E) student designee

Kirkhof Center Building Manager

### **Kirkhof Center Tentative Timeline**

April 2	Consultant Selection
April 8 (week of)	Campus visit (launch); Initial conversations - students
Summer	Document Review, preliminary discovery, facility tours
September	Interviews, focus groups, etc.
Fall Semester	Analysis
December 1	Report / Recommendations

### **B. Housing and Dining Planning**

- Analyze housing and dining rate structure to achieve a simpler and fairer model (e.g. fewer rate tiers, greater equity among building types and residents)
- Specifically assess the physical condition of Copeland, Kistler, and Robinson Halls and make recommendations about strategic long-term use and/or long-term investment relative to cash flow, rate analysis, debt schedule, enrollment projections, and student success goals
- Provide general assessment of long-term physical condition and estimated lifespan for entirety of campus housing facility inventory to aid long-term planning
- Review and incorporate GVSU master plan, Housing and Dining 10-Year Facility Plan, GVSU debt service obligations, and Division of Student Services vision, values, mission, and goals
- Confidentially consider the pros and cons of an on-campus living requirement and implications on enrollment, competitiveness, finances, and recommendations
- Selected consultant will be expected to generate significant input via focus groups, surveys, intercept interviews, presentations, etc.

### **Housing & Dining Scope-Related Interviews with GVSU departments**

(not exhaustive – others identified once process begins):

- Division of Enrollment Development (e.g. Financial Aid, Admissions)
- Office of the Provost & Executive Vice President (e.g. AVP for Academic Affairs)
- Division of Finance and Administration (e.g. University Budgets, Facilities Management)
- Division of Inclusion and Equity (e.g. Multicultural Center, Laker Familia program)

### **Housing & Dining Planning Steering Committee:**

Associate Vice Provost for Student Affairs Housing and Health Services (convener)

Vice Provost for Student Affairs and Dean of Students

Housing & Residence Life Facilities Manager

Assistant Vice President for Academic Affairs

Associate Vice President for Facilities Planning

Associate Vice President, Finance & Administration

**Housing and Dining Planning Work Group:**

Student Services Financial Manager

Director of Auxiliary Services

Associate Director of Housing and Residence Life

Associate Vice President for Financial Aid

Student Representatives

- Residence Hall Association designee
- Dining Advisory Board designee
- Admissions Ambassador designee
- Orientation Assistant designee
- Resident Assistant designee

**Housing & Dining Planning Tentative Timeline**

April 2                      Consultant Selection

Summer                     Document Review, preliminary discovery, facility tours

September                Interviews, focus groups, etc.

Fall Semester             Analysis

December 1                Report / Recommendations



**PROPOSAL FORM**  
**Housing & Dining, and Student Center Planning Consultant • GVSU RFP #219-20**

The undersigned certifies that to the best of his/her knowledge:

- There is no officer or employee of Grand Valley State University who has, or whose relative has a substantial interest in any contract award subsequent to this proposal.
- The names of any and all public officers or employees of Grand Valley State University who have, or whose relative has, a substantial interest in any contract award subsequent to this proposal are identified by name as part of this submittal.

Name(s) \_\_\_\_\_

The undersigned further certifies that their company \_\_\_\_ IS or \_\_\_\_ IS NOT currently debarred, suspended or proposed for debarment by any federal entity. The undersigned agrees to notify the University of any change in this status, should one occur, until such time as an award has been made under this procurement action.

Supplier declares the following legal status in submitting this proposal:

- A partnership
- A corporation organized and existing under the laws of the State of \_\_\_\_\_
- An individual doing business as (DBA) \_\_\_\_\_

Optional: Supplier states that company is at least 51% owned, controlled and actively managed by (check all that apply):

- African-American
- Native American
- Woman/Women
- Asian American
- Multi-Racial
- ADA Disabled Person(s)
- Hispanic American

Supplier acknowledges receipt of the following addenda:

Addendum No. \_\_\_\_\_ Dated \_\_\_\_\_

Addendum No. \_\_\_\_\_ Dated \_\_\_\_\_

I. BASE PROPOSAL \_\_\_\_\_ ATTACH YOUR PROPOSAL \_\_\_\_\_ dollars

(\$ \_\_\_\_\_ )

The undersigned proposes to furnish all labor, materials, equipment, tools and services required to complete the work in accordance with the proposed Contract Documents listed herein, including all addenda issued pertaining to same, for the sum or sums as stated, and agrees that these Documents will constitute the Contract if accepted by Grand Valley State University.

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip Code

\_\_\_\_\_  
Office Phone No.

\_\_\_\_\_  
Cellular Phone No.

\_\_\_\_\_  
Fax No.

\_\_\_\_\_  
Authorized Agent Signature

\_\_\_\_\_  
Name & Title

\_\_\_\_\_  
Witness Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Tax Identification No.

\_\_\_\_\_  
Date

VIII. ACCEPTANCE: This proposal is accepted by Grand Valley State University

\_\_\_\_\_  
Authorized Agent Signature

\_\_\_\_\_  
Name & Title

\_\_\_\_\_  
Witness Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Office Phone No.

\_\_\_\_\_  
Cellular Phone No.

\_\_\_\_\_  
Fax No.

\_\_\_\_\_  
38 1684280

\_\_\_\_\_  
GVSU Tax Identification No.

\_\_\_\_\_  
Date