

STATEMENT OF WORK BY BRONZE KEEL

EAB Global Recruitment Services Platform
University of Wyoming, Procurement and Payment Services
June 2026 | Prepared by Bronze Keel

Table of Contents

Section	Title	Page
Section 1	Disclaimer	2
Section 2	Section Index Table	2
Section 3	Basic Information	3
Section 4	Dates	3
Section 5	Contact Information	3
Section 6	Buyer Requirements	4
Section 7	Scope of Work	4
Section 8	Deliverables Matrix	5
Section 9	Roles and Responsibilities	6
Section 10	Technical Requirements	7
Section 11	Insurance Requirements	8
Section 12	Legal and Compliance	8
Section 13	Payment Terms	9
Section 14	Risk and Change Management	9
Section 15	Performance Standards	10
Section 16	Work Model	10
Section 17	NIGP and NAICS Categories	11

Section 1: Disclaimer

This document has been prepared by Bronze Keel as an informational resource to consolidate and summarize project details based on the provided tender materials. It is intended solely to assist bidders in understanding the project scope and requirements. Bronze Keel assumes no legal responsibility or liability for the content of this document. The information provided herein is for reference purposes only and must not be considered a guarantee, representation, or warranty of any kind, whether expressed or implied. Recipients are required to independently verify all information directly with the awarding body or relevant authority. This document does not constitute a contractual obligation, endorsement, or guarantee from Bronze Keel to any party. Any decisions, actions, or submissions based on this document are the sole responsibility of the recipient. Bronze Keel disclaims any liability for errors, omissions, or outcomes arising from reliance on this document. By reviewing this document, the recipient agrees to indemnify and hold Bronze Keel harmless from all legal consequences, claims, liabilities, or damages that may arise from its use. Submissions must adhere to principles of truthfulness and transparency. Misrepresentation, false statements, or omissions may result in disqualification and legal consequences, including claims under applicable laws for fraud or misrepresentation. Bronze Keel explicitly advises all users and bidders to independently verify all project requirements and assumptions before proceeding. This document does not constitute an offer, guarantee, or invitation to contract and does not create any legal obligation or relationship between Bronze Keel and the user or bidder.

Section 2: Section Index Table

Section	Details	Page / Reference
SSN Intent Statement	University of Wyoming intends sole source purchase order to EAB Global, Inc. for three-year term	SSN p.1 para 1
Governing Terms	University of Wyoming Terms and Conditions govern any resulting purchase order	SSN p.1 para 1
Platform Scope	50,000 qualified senior prospect names; parent engagement; omnichannel campaigns; creative assets; data analysis	SSN p.1 para 2
Integration Requirements	Navigate 360, Appily, Virtual Tour, Edify, Adult Learner Recruitment partnership	SSN p.1 para 2
AI Capabilities	AI-driven help tools for students and parents	SSN p.1 para 3
Enrollment Context	Declining enrollment; platform part of comprehensive enrollment strategy	SSN p.1 para 3
Services List	Name acquisition, parent communication, application encouragement, AI help, audience strategy, asset management	SSN p.1 para 3
Challenge Process	Statement of Capabilities required from any party claiming comparable capability	SSN p.1 para 4
Submission Portal	Electronic only, https://www.uwyo.edu	SSN p.1 para 5
Submission Deadline	2:00 PM MT, Monday June 1, 2026	SSN p.1 para 5
University Discretion	University sole judge on quality, performance, and price	SSN p.1 para 5
Notice Purpose	Informational only; not a request for competitive quotes or proposals	SSN p.1 para 6
Competitive Decision Clause	University reserves discretion to proceed with sole source or issue competitive solicitation	SSN p.1 para 6
Confidentiality Protocol	Proprietary content must be separately packaged and clearly identified	SSN p.1 para 7
Duration	Three (3) years from purchase order execution	SSN p.1 para 1
NIGP Categories	20964, 20952, 20832, 20863, 20851, 91522	Notice Categories
Contact	Kelly Lynne Wooden, (307) 766-5546, kwooden@uwyo.edu	Notice Header

Section 3: Basic Information

Reference Number	0000425554
Issuing Organization	University of Wyoming, Procurement and Payment Services

Owner Organization	University of Wyoming
Solicitation Type	SSN (Sole Source Notification, Formal)
Solicitation Number	KLW-2026-30
Title	Sole Source Notification: EAB Global Recruitment Services Platform
Source ID	PU.AC.USA.1966548.C12979426
Location	Albany County, Wyoming, USA
Delivery Point	As stated in the Sole Source Notification; platform-delivered with University system integrations
Piggyback Flag	Not specified in solicitation
Description	Three-year sole source purchase of EAB Global Recruitment Services Platform including name acquisition (50,000 qualified senior prospects), omnichannel campaign management, parent engagement tools, AI-driven student and parent help, and full integration with the University's existing student success technology stack.

Section 4: Dates

Publication Date	05/26/2026 at 10:17 AM Eastern Time (EDT)
Questions Deadline	Not specified in solicitation. Direct questions to Kelly Lynne Wooden at kwooden@uwyo.edu
Questions Submitted Online	No
Closing Date	06/01/2026 at 2:00 PM Mountain Time (MT). Submissions received after this date and time or outside the portal may not be considered.

Section 5: Contact Information

Name	Kelly Lynne Wooden
Title	Procurement Officer, University of Wyoming Procurement and Payment Services
Phone	(307) 766-5546
Email	kwooden@uwyo.edu
Agency Website	https://www.uwyo.edu

Section 6: Buyer Requirements

Insurance	Not specified in the SSN. University of Wyoming Terms and Conditions will govern insurance requirements for any resulting purchase order. Certificate of Insurance naming University as additional insured will be required at purchase order stage.
Compliance Requirements	University of Wyoming Terms and Conditions; FERPA compliance for all student data handling; Wyoming state law.
Confidentiality	Proprietary content must be separately packaged and clearly marked. Co-mingling of confidential and public content is not acceptable.
Buyer Preferences	Comprehensive capability match to EAB Global's named platform features and all five named system integrations. University is sole judge of quality, performance, and price.
Submission Type	Statement of Capabilities only at SSN stage. This is not a request for proposals.

Section 7: Scope of Work

7.1 Primary Scope (Mandatory Requirements)

The selected vendor must provide a recruitment services platform and associated support capable of delivering all of the following, which the University has confirmed are features of the EAB Global Recruitment Services Platform:

1. Access to a database of at least 50,000 academically qualified senior prospect names for the purpose of increasing applications and enrollments at the University of Wyoming.
2. Parent and guardian engagement tools and communication workflows to support application submission and completion throughout the recruitment cycle.
3. A customized omnichannel communication strategy covering all relevant channels (email, SMS, direct mail, digital, and social) to reach the 50,000 prospect audience.
4. Development of creative assets for all campaign materials across each channel in the omnichannel strategy.
5. Data analysis capability to monitor campaign performance during execution and adjust strategy to optimize enrollment outcomes.
6. AI-driven help tools for students and parents to support the application and enrollment process.
7. Full technical integration with the University's existing Navigate 360 (student success CRM) platform.
8. Full technical integration with Appily.
9. Full technical integration with Virtual Tour.
10. Full technical integration with the Edify data management platform.
11. Full technical integration with the Adult Learner Recruitment partnership.
12. Audience strategy support and asset management support throughout the contract term.

7.2 Secondary Scope (Preferred, Evaluated but Not Pass/Fail)

13. Demonstrated track record of enrollment yield improvement at comparable universities (similar enrollment size and geographic profile to the University of Wyoming).
14. Performance-based pricing options tied to enrollment outcomes.
15. Ability to expand the prospect name pool beyond 50,000 if the University's enrollment targets require it.
16. Adult learner recruitment specialization beyond the named partnership.

7.3 Explicit Exclusions

This SSN is not a request for competitive quotes or proposals. No pricing is required at this stage. No contract results from this notice alone. The University does not commit to issuing a competitive solicitation or to awarding any contract through this process.

7.4 Vendor Assumptions

The vendor submitting a Statement of Capabilities accepts that the University will be the sole judge of quality, performance, and price. The vendor accepts that the University may determine at its sole discretion to proceed with the proposed sole source award to EAB Global, Inc. regardless of the Statement of Capabilities submitted.

Section 8: Deliverables Matrix

#	Deliverable	Description	Frequency / Due Date	Format Required	Submission Method	Acceptance Criteria
1	Prospect Name List	50,000 academically qualified senior prospect names	Delivered at campaign launch (Year 1 and annually per contract terms)	Digital file; format per University data standards	Secure data transfer to University's Edify environment	Names meet qualification criteria defined in platform methodology; no duplicate entries
2	Omnichannel Communication Strategy	Customized communication plan covering all channels for the prospect audience	Delivered at start of each campaign cycle	Written strategy document with channel plan and timeline	Submitted to University Enrollment Management and Procurement Services	Strategy addresses all named channels and is approved by University enrollment team
3	Creative Assets	All campaign materials for email, SMS, direct mail, digital, and social channels	Delivered per campaign calendar; updated annually	Digital files in University-approved formats	Digital transfer; assets loaded to relevant platforms	Assets approved by University before campaign launch; brand guidelines met
4	Campaign Performance Reports	Data analysis reports showing performance metrics and optimization actions taken	Monthly during active campaign; quarterly otherwise	PDF and data dashboard access	Delivered to University enrollment management contact	Reports show metrics per agreed KPIs; optimization rationale documented
5	AI Help Tool Deployment	Student and parent AI-driven help tools active and accessible	Deployed at campaign launch; maintained throughout contract	Platform-based (accessible via web or integrated CRM)	Integrated with Navigate 360 and University web environment	Tool responds accurately to student/parent queries; FERPA-compliant data handling confirmed
6	Integration Documentation	Technical documentation for all five named integrations	Delivered within 60 days of contract start; updated on platform changes	Technical specification document	Submitted to University IT and Procurement Services	Documentation reviewed and approved by University IT
7	Annual Enrollment Outcomes Report	Summary of enrollment yield results attributable to platform activities	Annually, within 30 days of end of each enrollment cycle	PDF report with data appendix	Delivered to University enrollment management and Procurement Services	Report addresses all KPIs agreed at contract start; enrollment data verified against University records

Section 9: Roles and Responsibilities

Role	Organization	Responsibilities	Notes
Procurement Officer	University of Wyoming, Procurement and Payment Services	Manages SSN process; evaluates Statements of Capabilities; issues written determinations; manages resulting purchase order	Kelly Lynne Wooden; primary contact for all submissions and questions
Enrollment Management Lead	University of Wyoming	Defines enrollment targets; approves campaign strategy and creative assets; reviews performance reports; liaison to vendor team	Not named in SSN; vendor to confirm at contract stage
University IT Lead	University of Wyoming	Oversees Navigate 360, Appily, Virtual Tour, and Edify integrations; approves technical integration documentation; manages access credentials	Not named in SSN; vendor to identify contact at contract stage
Vendor Engagement Director	Responding Vendor	Primary client relationship; escalation point; annual review leadership	Must be named in Statement of Capabilities
Vendor Technology Architect	Responding Vendor	Technical lead for all five named integrations; integration documentation owner	Navigate 360 experience required
Vendor Campaign Strategist	Responding Vendor	Omnichannel strategy design and execution; audience segmentation; channel management	Higher education enrollment experience required
Vendor Data Analyst	Responding Vendor	Prospect database management; campaign analytics; reporting	Edify experience preferred
Vendor Project Manager	Responding Vendor	Timeline management; deliverable tracking; University reporting cadence	PMP or equivalent preferred

Section 10: Technical Requirements

10.1 Mandatory Requirements (SHALL/MUST)

17. The platform SHALL provide access to a minimum of 50,000 academically qualified senior prospect names. (SSN p.1 para 2)
18. The platform SHALL integrate with the University's Navigate 360 student success CRM. (SSN p.1 para 2)
19. The platform SHALL integrate with Appily. (SSN p.1 para 2)
20. The platform SHALL integrate with Virtual Tour. (SSN p.1 para 2)
21. The platform SHALL integrate with the Edify data management platform. (SSN p.1 para 2)
22. The platform SHALL integrate with the Adult Learner Recruitment partnership. (SSN p.1 para 2)
23. The platform SHALL provide omnichannel communication capabilities. (SSN p.1 para 2)
24. The platform SHALL include AI-driven help tools for students and parents. (SSN p.1 para 3)
25. All student data handled by the platform MUST comply with FERPA (20 U.S.C. 1232g). (Implied by University of Wyoming Terms and Conditions and student data nature)

26. The vendor MUST separately package any confidential or proprietary content in the Statement of Capabilities. (SSN p.1 para 7)
27. The vendor MUST submit the Statement of Capabilities via the <https://www.uwyo.edu> portal only. (SSN p.1 para 5)
28. Submission MUST be received by 2:00 PM MT on June 1, 2026. (SSN p.1 para 5)

10.2 Preferred Requirements (SHOULD/MAY)

29. The platform SHOULD demonstrate prior integration experience with Navigate 360 at institutions of comparable size to the University of Wyoming.
30. The platform SHOULD provide analytics at the individual prospect level (not just aggregate) to support University enrollment management decision-making.
31. The vendor SHOULD provide case studies from comparable higher education institutions with quantified enrollment yield outcomes.
32. AI tools MAY use retrieval-augmented generation to deliver University-specific content to students and parents.

10.3 Standards and Certifications

33. FERPA (20 U.S.C. 1232g): mandatory for all student data.
34. ADA/WCAG 2.1 AA: recommended for all student and parent-facing digital interfaces.
35. SOC 2 Type II: recommended for SaaS platforms handling University data.

Section 11: Insurance Requirements

No insurance requirements are specified in SSN K LW-2026-30. The University of Wyoming's standard Terms and Conditions will govern insurance requirements for any resulting purchase order. Based on standard University of Wyoming procurement practice for software and services contracts, the following coverage types are typically required:

Coverage Type	Minimum Limit	Requirement Source
Commercial General Liability	To be confirmed in University T&Cs	University of Wyoming Terms and Conditions
Professional Liability / Errors and Omissions	To be confirmed in University T&Cs	University of Wyoming Terms and Conditions
Cyber Liability / Data Breach	To be confirmed in University T&Cs (particularly relevant given FERPA-regulated student data)	University of Wyoming Terms and Conditions
Workers Compensation	As required by Wyoming law	Wyoming Statutes

Certificate of Insurance: the vendor will be required to provide a Certificate of Insurance naming the University of Wyoming as an additional insured on all applicable policies. Insurance requirements should be confirmed directly with Kelly Lynne Wooden at kwooden@uwyo.edu before the Statement of Capabilities deadline.

Section 12: Legal and Compliance

Governing law: University of Wyoming purchase orders are governed by Wyoming law. The University of Wyoming is a public corporation and instrumentality of the State of Wyoming under Wyoming Statute Title 21. Disputes arising from a resulting purchase order would be subject to Wyoming law and the jurisdiction of the First Judicial District, Albany County, Wyoming.

Compliance frameworks applicable to this engagement: FERPA (mandatory, all student data handling); Wyoming open records law (Wyo. Stat. 16-4-201 et seq., applies to University documents including submitted statements of capabilities unless properly marked confidential); Wyoming Governmental Claims Act (limits on liability claims against the University).

Non-negotiable legal obligations: any party submitting a Statement of Capabilities accepts that it is responding to an informational notice, not a solicitation for proposals. Submissions become University records subject to Wyoming open records law unless properly marked as confidential or proprietary per the SSN instructions. The University's decision on whether to proceed with the sole source award is not appealable through a standard bid protest process.

Section 13: Payment Terms

Payment terms are not specified in the SSN. Any resulting purchase order will be governed by the University of Wyoming's standard Terms and Conditions, which typically require payment within 30 days of receipt of a valid invoice. No milestone schedule, penalty clause, or cash flow structure is defined in this SSN.

For pricing strategy purposes: contracts of this type at the University of Wyoming are typically structured as annual fixed fees paid quarterly or semi-annually. Performance-based payment elements (tied to enrollment outcomes) are not standard University practice but may be proposed if the vendor believes they differentiate their response.

Section 14: Risk and Change Management

Risk identification: the primary risks at the Statement of Capabilities stage are (1) submission failure due to portal issues, (2) disqualification for co-mingling confidential and public content, and (3) the University proceeding with the EAB sole source regardless of statement quality. Each is addressed in the Master Compliance Checklist in the Tender Insight document.

Contingency approach: submit at least two hours before the deadline. Maintain a timestamped record of portal upload confirmation. Prepare a backup direct communication to Kelly Lynne Wooden (kwooden@uwyo.edu) in the event of a portal failure, noting that such a submission may not be considered under the SSN terms but creates a documented record.

Amendment process: if the University issues an amendment to the SSN (addendum), it will appear on the University's portal. Monitor the portal from publication through the deadline. If an amendment extends the deadline or changes submission requirements, update all submission materials accordingly.

Scope change handling: scope is fixed by the SSN text. Any scope clarification should be sought via direct communication with Kelly Lynne Wooden before the deadline.

Section 15: Performance Standards

KPI	Target	Measurement Approach	Reporting Cadence	Acceptance Criteria
Prospect name delivery	50,000 qualified senior names	Count and qualification methodology review	At delivery (Year 1); annually	Names meet qualification criteria; no material duplicates
Application conversion rate	To be agreed at contract stage based on University baseline	Applications received from prospect pool vs. total prospect names delivered	Quarterly during campaign; annual summary	Exceeds University's prior-year conversion rate
Parent engagement response rate	To be agreed at contract stage	Opens, clicks, and response actions on parent-directed communications	Monthly during active campaign	Meets benchmarks from comparable university deployments
AI tool response accuracy	To be agreed at contract stage	Accuracy audit of AI responses against University-approved content	Quarterly	Below agreed error rate threshold
Integration uptime	99% uptime for all five named integrations during enrollment cycle	University IT monitoring	Monthly	No critical integration failures during peak enrollment season

Section 16: Work Model

The SSN does not specify an on-site or remote work requirement. The platform is a SaaS product, which implies remote delivery as the primary model. Integration work (Navigate 360, Appily, Edify) may require access to University systems and could involve on-site coordination during initial setup.

International firm eligibility: the SSN contains no restriction on international firm participation. Any resulting purchase order will be governed by the University of Wyoming's Terms and Conditions, which may contain residency or data handling requirements that affect offshore participation. FERPA compliance is mandatory for all student data handling regardless of vendor location.

Compliance conditions for offshore involvement: no student personally identifiable information may be transmitted outside FERPA-compliant infrastructure. Integration credentials for University systems must be managed by US-based personnel. All AI tools processing student data must operate within FERPA-compliant data environments.

Section 17: NIGP and NAICS Categories

Code Type	Code	Title
NIGP	20964	Personnel Software (Mini and Mainframe Computers, Preprogrammed)
NIGP	20952	Human Resources Software (Mini and Mainframe Computers, Preprogrammed)
NIGP	20832	Customer Relationship Management Software (CRM) (Microcomputers, Cloud-Based)
NIGP	20863	Personnel Software (Microcomputers, Cloud-Based)
NIGP	20851	Human Resources Software (Microcomputers, Cloud-Based)
NIGP	91522	Communications Marketing Services

NAICS	611710	Educational Support Services (inferred from scope; confirm before submission)
-------	--------	---