

Summary of Procurement by Bronze Keel

Sole Source Notification: EAB Global Recruitment Services Platform

KLW-2026-30 | University of Wyoming | June 2026

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Section 1: Project Overview

The University of Wyoming intends to award a sole source purchase order to EAB Global, Inc. for its Recruitment Services Platform and associated support for a three-year term. The University is facing declining enrollment and requires a specialist platform providing access to 50,000 academically qualified senior prospect names, omnichannel communication campaign management, AI-driven student and parent engagement tools, and full integration with the University's existing student success technology stack including Navigate 360, Appily, Virtual Tour, and Edify. This notice invites interested parties who believe they can match the specified capability to submit a Statement of Capabilities before the deadline.

Section 2: 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
Delivery Point	As stated in the Sole Source Notification
Country	USA
Official Agency Website	https://www.uwyo.edu

Section 3: Key Objectives

1. Acquire 50,000 academically qualified senior prospect names to expand the University's applicant pool.
2. Engage parents and guardians throughout the recruitment cycle to increase application submission and completion rates.
3. Build and execute a customized omnichannel communication strategy covering all campaign touchpoints.
4. Develop creative assets for all campaign materials, from initial outreach through enrollment confirmation.
5. Analyze campaign data in real time to adjust strategy and optimize enrollment outcomes.
6. Integrate the recruitment platform with the University's existing technology systems: Navigate 360, Appily, Virtual Tour, Edify, and the Adult Learner Recruitment partnership.
7. Provide AI-driven support tools for students and parents to reduce drop-off during the application process.

Section 4: Detailed Information

Contract Nature	Sole Source Purchase Order (formal SSN process)
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NAICS Code	611710 (Educational Support Services, inferred from scope)
NIGP Codes	20964, 20952, 20832, 20863, 20851, 91522
Scope	Recruitment services platform providing name acquisition, omnichannel campaign management, parent communication, application encouragement, AI-driven support, audience strategy, and asset management.
Deliverables	Prospect name list (50,000 qualified seniors); omnichannel campaign materials; parent engagement communications; AI-driven student/parent help tools; campaign analytics reports; integration support for Navigate 360, Appily, Virtual Tour, Edify, and Adult Learner Recruitment partnership.
Work Model	Platform-delivered; integration with University systems required; location specifics not stated in SSN.
Budget	Not stated in solicitation. See budget estimate in Tender Insight.
Duration	Three (3) years from purchase order execution
Eligibility	Any party able to comprehensively provide a comparable product as specified in the SSN
Qualifications	Demonstrated capability to deliver all specified platform features and integrations
Submission Type	Statement of Capabilities (not a full proposal)
Submission Method	Electronic only, via https://www.uwyo.edu electronic solicitation portal
Technologies	Navigate 360 (CRM), Appily, Virtual Tour, Edify (data management), Adult Learner Recruitment platform
Legal Requirements	Governed by University of Wyoming Terms and Conditions; confidential/proprietary content must be separately packaged and clearly marked
Payment Structure	Not specified in solicitation; governed by University of Wyoming Terms and Conditions
Pricing	No pricing submission required at this stage

Section 5: Insurance Requirements

The Sole Source Notification does not specify insurance requirements at this stage. Insurance terms will be governed by the University of Wyoming's standard Terms and Conditions, which apply to any resulting purchase order. The responding party should be prepared to provide a Certificate of Insurance naming the University as an additional insured when requested during the purchase order process.

Section 6: Proposal Format and Submission

1. Prepare a Statement of Capabilities demonstrating the ability to comprehensively provide a comparable product to EAB Global's Recruitment Services Platform as described in SSN KWL-2026-30.
2. Clearly state any elements of the Statement of Capabilities that are considered confidential or proprietary. Confidential content must be separately packaged from non-confidential content; co-mingling is not acceptable.
3. Submit electronically only via the University of Wyoming's solicitation portal at <https://www.uwyo.edu>.
4. Submission deadline: 2:00 PM Mountain Time (MT) on Monday, June 1, 2026.
5. Submissions received after the deadline or outside the portal may not be considered.
6. No pricing submission is required at this stage.

Section 7: Evaluation Criteria

The University of Wyoming will be the sole judge in reviewing responses with regard to quality, performance, and price. There are no weighted evaluation criteria stated in this SSN. The University will assess each Statement of Capabilities to determine whether a full competitive solicitation should be issued or whether the proposed sole source procurement should proceed.

7. Quality: ability to match or exceed the specified platform features and integration requirements.
8. Performance: demonstrated track record in higher education enrollment management and recruitment services.
9. Price: ability to provide the specified services at competitive pricing (no pricing required at SSN stage).

Section 8: Contact Information

Field	Details
Name	Kelly Lynne Wooden
Title	Procurement Officer, University of Wyoming
Phone	(307) 766-5546
Email	kwooden@uwyo.edu
Questions Submitted Online	No (questions not specified in SSN; contact the Contracting Officer directly)

Section 9: Award Information

This SSN is not a request for competitive quotes or proposals. It is an informational notice of the University's intent to award a sole source purchase order to EAB Global, Inc. Any resulting purchase order will be governed by the University of Wyoming's Terms and Conditions. The University will review all Statements of Capabilities received by the deadline and determine, at its sole discretion, whether to proceed with the proposed sole source award or issue a full competitive solicitation. A decision not to compete the procurement based on responses to this notice is entirely within the University's discretion.