

Tender Insight by Bronze Keel

Sole Source Notification: EAB Global Recruitment Services Platform

University of Wyoming, Procurement and Payment Services

June 2026 | Prepared by Bronze Keel

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Section 1: Procurement Office Intelligence

The University of Wyoming's Procurement and Payment Services office issued SSN K LW-2026-30 on May 26, 2026, with a five-day turnaround deadline of June 1, 2026 at 2:00 PM MT. The brevity of that window is not accidental. A five-day response window for a Sole Source Notification is standard university practice when the procurement office is confident in the sole source justification and is using the public notice requirement primarily to satisfy procedural obligation rather than to invite genuine competition. The named contracting officer, Kelly Lynne Wooden, handles the formal submission process, and the notice directs all questions and submissions to the University's electronic portal rather than direct email, consistent with a tightly managed procurement posture.

The SSN explicitly states the University will be the sole judge of quality, performance, and price. There is no multi-person evaluation panel mentioned, no scoring rubric, and no defined process for comparing responses. Analyst assessment: this language gives the University maximum discretionary latitude to proceed with EAB regardless of what competing statements of capabilities say. The standard is not whether a competing product is equivalent; the University decides if it believes so.

The governing framework is the University of Wyoming's own Terms and Conditions, not the Wyoming state procurement code applied to state agencies. The University operates as a public institution of higher education, which gives it a degree of procurement flexibility not available to executive branch agencies. This matters for bidders: standard government contracting protections and appeal rights may not apply in the same form.

The SSN discloses that EAB Global, Inc. already integrates with the University's Navigate 360, Appily, Virtual Tour, Edify, and Adult Learner Recruitment platforms. This level of named integration is the most important fact in the notice. A five-platform integration footprint means incumbent displacement is not just a pricing contest; it is a technical migration and change management project that the University has not budgeted for or signaled appetite to undertake. Any challenger must address that cost and disruption directly, not just on paper but convincingly.

The notice was published on May 26, 2026, at 10:17 AM EDT. Industry monitoring of this notice is active, given the overlap between the platform's features and the higher education enrollment management market. Firms active in this space include companies specializing in CRM-integrated enrollment platforms and omnichannel student recruitment, making the competitive awareness of this notice relevant to the bidder's positioning strategy.

Section 2: Strategic Read of This Solicitation

This SSN reads as a formality, not an invitation. The University named EAB Global, Inc. in the title of the notice, described the product by its EAB brand characteristics (50,000 qualified senior names, Navigate 360

integration, Appily, Edify), and set a five-day response window. Every structural choice in this notice favors proceeding with EAB.

The enrollment crisis framing is real, however. The SSN explicitly states that enrollment has been decreasing and that this procurement is part of a comprehensive strategy to meet enrollment goals. That context tells bidders two things. First, the University is under institutional pressure to show results on enrollment, which means they will prioritize continuity and proven performance over cost savings. Second, if a challenger can demonstrate a materially superior outcome on enrollment yield at comparable or lower cost, the University cannot completely ignore it without institutional risk.

Analyst assessment: the realistic goal for any challenging Statement of Capabilities is not to win the award outright. The University has already decided it wants EAB. The realistic goal is to create sufficient record of a comparable capability that the University's legal and procurement staff recommends a competitive solicitation, which would then give challengers a structured opportunity to compete on price and technical merit. That is a different and more achievable target than attempting to displace an incumbent through a five-page statement of capabilities.

The evaluation criteria (quality, performance, price) are stated in that order. That order is intentional. A University under enrollment pressure will weight quality and performance over price. A challenger that leads with cost reduction without addressing the Navigate 360, Appily, and Edify integration question will be dismissed. The winning positioning for any Statement of Capabilities is: proven enrollment outcomes with comparable or superior integration capability, not just competitive pricing.

The confidentiality protocol language (separately package proprietary content, no co-mingling) is standard for university procurement. It serves two purposes: it lets the University share non-proprietary responses more broadly during review, and it creates a documented process if a supplier later challenges how their proprietary information was handled. Bidders should treat anything they submit as potentially visible to EAB through a public records request unless properly marked.

Watch out for: the notice says submissions received outside the portal may not be considered. The word 'may' gives the University discretion to accept late or off-channel submissions, but that discretion runs entirely in the University's favor. Treat the portal deadline as absolute.

Section 3: Clause-by-Clause Index

Section	Details	Page / Reference
SSN Title Block	Identifies solicitation as K LW-2026-30, Sole Source Notification, University of Wyoming Procurement and Payment Services, dated May 26, 2026.	SSN p.1
Intent Statement	University intends to issue sole source purchase order to EAB Global, Inc. for recruitment services platform and support for three-year term.	SSN p.1 para 1
Governing Terms	Any resulting purchase order governed by University of Wyoming Terms and Conditions.	SSN p.1 para 1
Platform Scope	Access to 50,000 academically qualified senior prospect names; parent/guardian engagement; omnichannel communication strategy; creative assets; data analysis and optimization.	SSN p.1 para 2
Integration Requirements	Must integrate with Navigate 360 (CRM), Appily, Virtual Tour, Edify (data management), and Adult Learner Recruitment partnership.	SSN p.1 para 2
AI Capabilities	AI-driven help tools for students and parents included as a core platform feature.	SSN p.1 para 3
Enrollment Context	Enrollment has been decreasing; platform is part of comprehensive enrollment strategy.	SSN p.1 para 3

Services Listed	Name acquisition, parent communication, application encouragement, AI-driven help, audience strategy and asset management support.	SSN p.1 para 3
Challenge Process	Interested parties may submit Statement of Capabilities if they believe they can comprehensively provide a comparable product.	SSN p.1 para 4
Submission Portal	Electronic submissions only via https://www.uwyo.edu electronic solicitation portal.	SSN p.1 para 5
Deadline	2:00 PM (MT) on Monday, June 1, 2026. Late or off-portal submissions may not be considered.	SSN p.1 para 5
University Discretion	University is 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	University reserves sole discretion on whether to proceed with sole source or issue competitive solicitation.	SSN p.1 para 6
Confidentiality Protocol	Proprietary content must be clearly stated, separately packaged; co-mingling not acceptable.	SSN p.1 para 7
Procurement Determination	Procurement Services makes written determination on confidentiality validity; sends written decision to supplier.	SSN p.1 para 7
Reference Link	Link to University's 'How to Do Business with the University of Wyoming' resource provided.	SSN p.1 footer
NIGP Code 20964	Personnel Software (Mini/Mainframe)	Notice Categories
NIGP Code 20952	Human Resources Software (Mini/Mainframe)	Notice Categories
NIGP Code 20832	Customer Relationship Management Software	Notice Categories
NIGP Code 20863	Personnel Software (Microcomputer/Cloud)	Notice Categories
NIGP Code 20851	Human Resources Software (Microcomputer/Cloud)	Notice Categories
NIGP Code 91522	Communications Marketing Services	Notice Categories
Duration	Three (3) years from purchase order execution	SSN p.1 para 1
Contact	Kelly Lynne Wooden, (307) 766-5546, kwooden@uwyo.edu	Notice Header

Section 4: Legal Framework Intelligence

4.1 Governing Law and Jurisdiction

The University of Wyoming is a public corporation and instrumentality of the State of Wyoming, established under Wyoming Statute Title 21. Its procurement is governed by the University's own Board of Trustees regulations and Terms and Conditions, not the Wyoming Procurement Code that applies to state executive agencies (Wyoming Statute Title 9, Chapter 2). Any dispute arising from a resulting purchase order would be governed by Wyoming law, with jurisdiction in the First Judicial District, Albany County, Wyoming, where the University is located. A vendor disputing an award decision would need to pursue relief under the University's own grievance process before seeking judicial review, and courts generally defer to university procurement discretion absent evidence of fraud or arbitrary action.

4.2 Clause Analysis

Clause	What It Says	Bidder Implication	Risk if Ignored
Intent to sole source	University intends to award to EAB Global, Inc. specifically.	The award decision is effectively made. A Statement of Capabilities must be compelling enough to trigger a competitive solicitation, not just acknowledge interest.	Submitting a weak statement confirms the sole source and closes the competitive window.

University Terms and Conditions govern	Any purchase order uses University T&Cs, not negotiated contract terms.	Bidders accept University T&Cs by proceeding. Review terms at uwyo.edu before submission.	Accepting terms blindly may expose bidder to unfavorable payment or liability terms.
University is sole judge	No external review; University decides on quality, performance, and price.	No appeal mechanism is defined in this SSN. The University's evaluation is final at this stage.	Challenging a sole source award requires legal action outside the procurement process.
Confidentiality co-mingling prohibition	Proprietary and non-proprietary content must be separately packaged.	Prepare two distinct sections of the statement: one clearly public, one clearly proprietary.	Co-mingled content may result in proprietary information being treated as public.
Submission portal exclusivity	Only portal submissions accepted; off-portal submissions may not be considered.	No email or physical submissions. Portal access must be confirmed before the deadline.	Late or misrouted submission means the statement is not evaluated.
Informational notice only	This is not a request for proposals; no contract results from this notice alone.	A Statement of Capabilities is not a bid. It is intelligence the University uses to decide whether to compete.	Treating this as a full proposal request misallocates effort.

4.3 Set-Aside Analysis

No set-aside is specified in this SSN. Full and open participation applies, subject to the University's Terms and Conditions. The University is not a federal agency and is not subject to small business set-aside requirements under the Small Business Act.

4.4 OCI (Organizational Conflict of Interest) Exposure

No OCI clause appears in this SSN. However, any firm that has provided advisory services to the University on its enrollment technology strategy, or that participated in defining the requirements that led to this SSN, should assess their position carefully before responding. The University's T&Cs may contain OCI provisions.

4.5 NDA and Teaming Requirements for Offshore Teams

No NDA is specified in the SSN. However, the University's Terms and Conditions governing any resulting purchase order will include data handling and confidentiality provisions. Any offshore team supporting proposal preparation must sign an NDA covering: the University's student data and enrollment information encountered in research; any proprietary platform specifications shared during the engagement; the contents of this Tender Insight document and associated Bronze Keel materials. The NDA must specify Wyoming governing law, prohibit disclosure to third parties including subcontractors not on the engagement, and require return or destruction of University-sourced materials at engagement end.

4.6 Protest Risk and Reduction

Protest risk is low for this SSN given the University's sole discretion standard. A protest would need to allege procedural irregularity (insufficient notice period, improper handling of proprietary content) or arbitrary decision-making. To reduce protest exposure, the responding party should submit a complete, well-structured statement of capabilities, request a written determination from Procurement Services if their response is not considered, and maintain copies of all portal submission confirmations.

#	Legal Area	Do	Don't	Risk if Violated	SSN Reference
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1	Submission channel	Submit only via https://www.uwyo.edu portal	Email or physically deliver the statement	Submission not considered	SSN p.1 para 5
2	Deadline	Submit before 2:00 PM MT, June 1, 2026	Rely on email confirmation alone as proof of submission	Automatic exclusion	SSN p.1 para 5
3	Confidentiality	Separately package and clearly mark proprietary sections	Co-mingle proprietary and public content in one file	Proprietary content treated as public	SSN p.1 para 7
4	Scope match	Address all five named integration platforms specifically	Submit generic enrollment software marketing materials	Statement dismissed as non-comparable	SSN p.1 para 2
5	Pricing	Note pricing availability; do not submit a price at this stage	Submit a full pricing proposal	Mischaracterizes the nature of the response	SSN p.1 para 6

Section 5: Master Compliance Checklist

#	Requirement	SSN Section	Pass/Fail or Scored	Proposal Action Required
1	Submit a Statement of Capabilities demonstrating comprehensive comparable capability	SSN p.1 para 4	Pass/Fail	Prepare detailed capability statement addressing all named platform features
2	Submit electronically via https://www.uwyo.edu portal only	SSN p.1 para 5	Pass/Fail	Register on portal and confirm upload process before deadline
3	Submit on or before 2:00 PM MT, Monday June 1, 2026	SSN p.1 para 5	Pass/Fail	Submit at least 2 hours before deadline to account for portal delays
4	Address name acquisition capability: 50,000 qualified senior prospects	SSN p.1 para 2	Scored	Provide evidence of name database size, qualification methodology, and senior-year targeting
5	Address parent/guardian engagement capability	SSN p.1 para 2	Scored	Describe parent communication tools, channels, and engagement metrics from prior deployments
6	Address omnichannel communication strategy capability	SSN p.1 para 2	Scored	List all channels (email, SMS, social, direct mail) and demonstrate campaign management capability
7	Address creative asset development capability	SSN p.1 para 2	Scored	Show capacity to develop campaign creative for all listed channels
8	Address data analysis and campaign optimization capability	SSN p.1 para 2	Scored	Describe analytics platform, reporting cadence, and documented examples of mid-campaign optimization
9	Address Navigate 360 integration capability	SSN p.1 para 2	Scored	Provide technical specification or case study of Navigate 360 integration
10	Address Appily integration capability	SSN p.1 para 2	Scored	Provide evidence of Appily data exchange or API compatibility
11	Address Virtual Tour integration capability	SSN p.1 para 2	Scored	Provide integration specification or workaround methodology
12	Address Edify data management platform integration	SSN p.1 para 2	Scored	Document data flows between your platform and Edify

13	Address Adult Learner Recruitment partnership integration	SSN p.1 para 2	Scored	Describe how adult learner recruitment is incorporated into platform workflow
14	Address AI-driven student and parent help tools	SSN p.1 para 3	Scored	Describe AI feature set, model transparency, and student/parent interaction design
15	Separately package any confidential or proprietary content	SSN p.1 para 7	Pass/Fail	Create two files: public statement and proprietary supplement, each clearly labeled
16	Clearly state within the document which elements are confidential	SSN p.1 para 7	Pass/Fail	Include a cover page on the proprietary section listing each element claimed as confidential and the basis
17	Do not co-mingle confidential and non-confidential content	SSN p.1 para 7	Pass/Fail	Review final submission to confirm no proprietary claims appear in the public document
18	Provide sufficient detail for University to assess capability	SSN p.1 para 4	Scored	Include references, case studies, technical specifications, and measurable outcomes from comparable deployments

Section 6: Proposed Team Structure

The following team structure is calibrated to the Statement of Capabilities response and, if a competitive solicitation follows, to the full platform delivery. Roles are drawn from the actual deliverables named in the SSN.

Role	Responsibilities	Required Qualifications
Engagement Director	Overall client relationship, University stakeholder management, escalation point for all integration and campaign issues	10+ years higher education enrollment marketing; prior University of Wyoming or Wyoming state agency experience preferred
Enrollment Technology Architect	Design and oversee all platform integrations: Navigate 360, Appily, Virtual Tour, Edify, Adult Learner Recruitment	5+ years ERP/CRM integration in higher education; Navigate 360 certified or equivalent
CRM Integration Specialist	Technical implementation of Navigate 360 and Appily data feeds	3+ years Navigate 360 configuration; API development experience
Data Analyst	Prospect database management, qualification filtering, campaign performance analytics, mid-campaign optimization reporting	3+ years enrollment data analysis; Edify or equivalent data management platform experience
Campaign Strategist	Omnichannel communication strategy design, audience segmentation, channel mix decisions	5+ years higher education marketing; demonstrated enrollment yield improvement results
Creative Director	Development of all campaign assets across email, SMS, social, direct mail, and digital channels	Portfolio of higher education enrollment campaigns; proficiency in Adobe Creative Suite
AI Solutions Specialist	Design and deployment of AI-driven student and parent help tools; chatbot or virtual assistant configuration	2+ years conversational AI deployment; FERPA and student data privacy compliance knowledge

Parent Engagement Specialist	Design and execution of parent/guardian communication track; application encouragement workflow	3+ years parent-facing enrollment communication programs
Compliance and Privacy Officer	FERPA compliance oversight, data handling protocols, confidentiality agreement administration	FERPA certification; higher education data privacy experience
Project Manager	Timeline management, deliverable tracking, internal team coordination, University reporting cadence	PMP certified or equivalent; higher education client delivery experience

Section 7: Phase-by-Phase Timeline

Timeline is structured for the three-year contract term. Each phase maps to named deliverables in the SSN. Year one front-loads the integration work; years two and three optimize and expand.

Phase	Duration	Team Members	Key Responsibilities
Phase 1: Onboarding and Integration Setup	Months 1-3	Engagement Director, Technology Architect, CRM Specialist, Project Manager	University system access; Navigate 360, Appily, Edify API configuration; data mapping; FERPA compliance setup
Phase 2: Audience Build and Strategy Design	Months 2-4	Data Analyst, Campaign Strategist, AI Solutions Specialist, Parent Engagement Specialist	Acquire 50,000 qualified senior prospect names; segment audiences; design omnichannel strategy; configure AI tools
Phase 3: Campaign Launch	Month 5	Campaign Strategist, Creative Director, Data Analyst, Engagement Director	Launch all channels; activate parent communication track; deploy AI help tools; begin performance tracking
Phase 4: Campaign Execution and Optimization	Months 5-12	All team members	Ongoing campaign management; mid-cycle data analysis; creative refresh; application encouragement activation
Phase 5: Year 1 Review and Year 2 Planning	Month 12	Engagement Director, Data Analyst, Campaign Strategist, Project Manager	Year 1 outcomes report; enrollment yield analysis; strategy refinement for Year 2
Phase 6: Year 2 Execution	Months 13-24	All team members	Renewed prospect acquisition; updated creative assets; expanded AI capability; continued integration maintenance
Phase 7: Year 3 Execution and Contract Close	Months 25-36	All team members	Year 3 campaign; final enrollment outcomes reporting; transition planning; knowledge transfer documentation

Section 8: Detailed Role Involvement

Role	Phase Involvement	Duration	Full-time or Part-time	Notes
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Engagement Director	All phases	36 months	Part-time (20%)	Escalates to full-time during Phase 1 setup and annual reviews
Technology Architect	Phases 1, 5, 6, 7	12 months total	Full-time during Phase 1; advisory thereafter	Critical during integration; reduced after stable deployment
CRM Specialist	Phases 1, 2, 6, 7	8 months total	Full-time during Phase 1; part-time for maintenance	Navigate 360 and Apply specialist
Data Analyst	Phases 2-7	33 months	Full-time	Core ongoing role throughout campaign execution
Campaign Strategist	Phases 2-7	33 months	Full-time	Drives omnichannel strategy across all three years
Creative Director	Phases 2-7	24 months total	Part-time (50%)	Heavier in campaign launch phases; reduced between cycles
AI Solutions Specialist	Phases 2, 3, 4, 6	18 months total	Part-time (40%)	Full-time during AI deployment; part-time for maintenance
Parent Engagement Specialist	Phases 2-7	30 months	Part-time (60%)	Peak during application season each year
Compliance Officer	All phases	36 months	Part-time (15%)	Oversight and audit function throughout
Project Manager	All phases	36 months	Full-time	Continuous coordination and reporting role

Section 9: Gantt Chart Table

Role	Months 1-6	Months 7-12	Months 13-18	Months 19-24	Months 25-30	Months 31-36
Engagement Director	Full-time	Part-time	Part-time	Part-time	Part-time	Part-time
Technology Architect	Full-time	Part-time	Part-time	Part-time	-	-
CRM Specialist	Full-time	Part-time	-	Part-time	-	Part-time
Data Analyst	Part-time	Full-time	Full-time	Full-time	Full-time	Full-time
Campaign Strategist	Part-time	Full-time	Full-time	Full-time	Full-time	Full-time
Creative Director	Part-time	Full-time	Part-time	Full-time	Part-time	Full-time
AI Solutions Specialist	Full-time	Part-time	Full-time	Part-time	Part-time	-
Parent Engagement Specialist	-	Full-time	Part-time	Full-time	Part-time	Full-time
Compliance Officer	Part-time	Part-time	Part-time	Part-time	Part-time	Part-time
Project Manager	Full-time	Full-time	Full-time	Full-time	Full-time	Full-time

Section 10: Key Recommendations

1. Lead the Statement of Capabilities with Navigate 360 integration proof. The University named this integration first and it represents the highest switching cost. Any challenger that cannot demonstrate a live or technically specified Navigate 360 integration will be dismissed regardless of other strengths.
2. Frame the challenge as a competitive solicitation trigger, not an award win. The University has effectively chosen EAB. The realistic objective is to submit enough documented comparable capability that the University's procurement counsel advises issuing an RFP. Scope the statement accordingly: enough substance to create a legal record, not a full proposal.
3. Address enrollment yield outcomes with numbers. The SSN's enrollment crisis framing means the University is outcome-obsessed. Every claimed capability must connect to a measurable enrollment result from a comparable institution. Generic platform feature lists will not move the needle at this stage.
4. Separately package all proprietary content and clearly label each element. This is a compliance requirement, not a suggestion. Failure here risks having proprietary data treated as public university records subject to Wyoming open records law.
5. Submit at least two hours before the 2:00 PM MT deadline. Portal submissions at large universities routinely experience slowdowns in the final hour. A missed deadline on a sole source challenge is unrecoverable.
6. If the University proceeds with the sole source despite a strong challenge, request a written determination from Procurement Services explaining the basis for proceeding. That determination creates the record needed for any subsequent protest or competitive solicitation advocacy.

Section 11: Remote vs On-Site Allocation

Role	Work Model	Duration	Feasibility of Remote Execution	SSN Clause Requiring On-Site
Engagement Director	Hybrid (primarily remote; on-site for University reviews)	36 months	High: client relationship management is remote-compatible with periodic travel	Not specified in SSN
Technology Architect	Remote with on-site integration sprints	12 months	High: API integration work is remote-executable; on-site access to University IT environment required for initial setup	Not specified in SSN
CRM Specialist	Remote	8 months	High: Navigate 360 and Appily configuration is remote-executable with secure access credentials	Not specified in SSN
Data Analyst	Remote	33 months	High: data analysis and reporting fully remote-compatible	Not specified in SSN
Campaign Strategist	Remote	33 months	High: campaign strategy and management is remote-executable	Not specified in SSN
Creative Director	Remote	24 months	High: creative asset development is remote with digital delivery	Not specified in SSN
AI Solutions Specialist	Remote	18 months	High: AI tool configuration and maintenance is remote	Not specified in SSN
Parent Engagement Specialist	Remote	30 months	High: communication program management is remote	Not specified in SSN

Compliance Officer	Remote	36 months	High: compliance oversight is remote-compatible	Not specified in SSN
Project Manager	Remote with on-site kickoff	36 months	High: project coordination is remote; on-site presence recommended for Phase 1 kickoff	Not specified in SSN

Section 12: Work Model Cost Tables

On-Site (USA) Roles

Role	Work Model	Duration	Annual Rate (USD)	Total Cost (USD)
Engagement Director (on-site visits, 4x/year)	On-site travel	36 months	\$8,000/year travel	\$24,000
Technology Architect (on-site sprints, Phase 1)	On-site	3 months	\$18,000/month	\$54,000
Project Manager (on-site kickoff)	On-site	1 month	\$14,000/month	\$14,000
			On-Site Subtotal	\$92,000

Remote (South Asia) Roles

Role	Work Model	Duration	Monthly Rate (USD)	Total Cost (USD)
Engagement Director (remote)	Remote	36 months	\$4,000/month	\$144,000
CRM Specialist	Remote	8 months	\$3,200/month	\$25,600
Data Analyst	Remote	33 months	\$2,800/month	\$92,400
Campaign Strategist	Remote	33 months	\$3,500/month	\$115,500
Creative Director (50%)	Remote	24 months	\$2,200/month	\$52,800
AI Solutions Specialist (40%)	Remote	18 months	\$2,600/month	\$46,800
Parent Engagement Specialist (60%)	Remote	30 months	\$2,000/month	\$60,000
Compliance Officer (15%)	Remote	36 months	\$900/month	\$32,400
Project Manager	Remote	36 months	\$3,600/month	\$129,600
			Remote Subtotal	\$699,100
			Grand Total (All Personnel)	\$791,100

Section 13: Detailed Budget Breakdown

All figures are estimates. No budget was stated in the SSN. The following is derived from the scope and team structure in this solicitation and labeled as such throughout.

Category	Item	Estimated Cost (USD)
Personnel: On-Site (USA)	Technology Architect on-site integration sprints (3 months)	\$54,000
Personnel: On-Site (USA)	Project Manager on-site kickoff (1 month)	\$14,000
Personnel: On-Site (USA)	Engagement Director travel (4 visits x 3 years)	\$24,000

Personnel: Remote (South Asia)	All remote roles as detailed in Section 12	\$699,100
Tools and Software	Campaign management platform licensing (3 years)	\$45,000
Tools and Software	Analytics and reporting tools (3 years)	\$18,000
Tools and Software	AI/chatbot platform licensing (3 years)	\$30,000
Tools and Software	Creative design software subscriptions (3 years)	\$9,000
Hardware and Infrastructure	Secure data environment for University student data handling	\$12,000
Travel and Accommodation	On-site visits beyond Phase 1 (annual reviews, Year 2 and 3)	\$16,000
Contingency (8%)	Buffer for scope adjustments, integration complexity, additional campaign cycles	\$73,000
Administrative	Contract administration, compliance documentation, reporting	\$18,000
Miscellaneous	Prospect name data acquisition fees (external list vendors)	\$60,000
	TOTAL ESTIMATED CONTRACT VALUE (3 years)	\$1,072,100

Section 14: Pricing Strategy

M-NOBDG: Budget Estimate from Solicitation Scope

The SSN states no budget figure. The estimate above (\$1,072,100 over three years) is derived from this solicitation's scope, the 50,000-name database requirement, the integration complexity across five named systems, and the three-year delivery period. This figure represents the mid-range estimate. Low scenario: \$820,000 (stripped-down team, fewer integration touchpoints, no AI tools). High scenario: \$1,380,000 (full on-site team, premium AI tools, extensive creative production).

Analyst assessment: EAB's pricing for comparable university engagements is estimated at \$200,000 to \$400,000 per year based on publicly disclosed university procurement records at comparable institutions. A total contract value around \$700,000 to \$1,100,000 over three years is therefore in the range. The single variable that most affects winning is the cost of prospect name acquisition and the size of the omnichannel media buy. These are pass-through costs in the EAB model and can represent 40-60% of total contract value depending on the University's enrollment targets. Any pricing strategy must address this explicitly.

Pricing structure required: the SSN does not specify, but a university purchase order of this type is typically firm fixed price per year, with options to renew. Payment terms at the University of Wyoming standard: net 30 days from invoice.

Section 15: Evaluation Criteria Analysis

Criterion	Stated Weight	What the Evaluator Scores	Proposal Strategy	Common Failure Mode
Quality	First priority (no numeric weight stated)	Whether the platform comprehensively matches all named features: name acquisition, parent engagement, omnichannel campaigns, creative	Lead with feature-by-feature comparison against EAB's named capabilities. Do not describe general platform features; map them	Submitting a general marketing brochure rather than a capabilities matrix mapped to SSN requirements.

		assets, data analysis, AI tools	explicitly to each SSN requirement.	
Performance	Second priority (no numeric weight stated)	Track record at comparable higher education institutions, demonstrated enrollment yield improvement, and integration stability with Navigate 360 and similar CRMs	Include 2-3 case studies from comparable universities with specific enrollment outcomes (percentage increase in applications, yield rates). Name the CRM integrations you have completed.	Citing institutional clients without quantified outcomes, or listing integration experience without evidence.
Price	Third priority (no numeric weight stated)	Ability to deliver the specified scope at competitive cost relative to EAB's likely pricing	Do not include pricing in the Statement of Capabilities (SSN says no pricing required). Note pricing availability and indicate willingness to discuss competitive terms in a subsequent competitive solicitation.	Submitting a full price proposal at SSN stage, which mischaracterizes the response type and may be disqualifying.

Section 16: Bidder Guidance Table

Category	Consideration	Step-by-Step Guide
Technical Readiness	Navigate 360 integration is the critical technical requirement named in the SSN.	1. Document existing API or data integration with Navigate 360. 2. If not live, prepare a technical architecture showing how integration would be built. 3. Identify the Navigate 360 version the University uses and confirm compatibility.
Compliance and Security	University of Wyoming student data is subject to FERPA. The SSN mentions AI-driven tools and data analysis, both of which touch student-level data.	1. Review FERPA compliance obligations. 2. Prepare a one-page data security and FERPA compliance summary. 3. State how AI tools handle student data and whether data is retained by the vendor.
Stakeholder Engagement	The SSN names five distinct technology platforms the University uses. Each represents a stakeholder group within IT and enrollment management.	1. Address each named integration platform in the statement of capabilities. 2. Identify which University technology owners (IT, enrollment management, financial aid) will need to be engaged in implementation. 3. Show readiness to coordinate across University departments.
Scalability	The University's enrollment goal is framed as growing from a declining base. The platform must scale if the strategy succeeds.	1. Document maximum prospect database size the platform can manage. 2. Describe how campaign volume scales without cost proportionally increasing. 3. Provide evidence of deployments at similar scale.
Vendor Coordination	Five existing vendor relationships (Navigate 360, Appily, Virtual Tour, Edify, Adult Learner Recruitment) must be coordinated.	1. Describe your integration partnership or API access status with each named vendor. 2. Identify any integration that requires University cooperation to establish. 3. Propose a vendor coordination protocol.
User Experience	AI tools for students and parents must be intuitive. The SSN frames this as a support tool, not just a data tool.	1. Include screenshots or a brief description of the student/parent AI interface. 2. Describe accessibility compliance (ADA/WCAG). 3. Provide usage data from comparable deployments.

Budget Optimization	No budget is stated, but pricing will be evaluated. The University is under institutional pressure and cost matters.	1. Identify which cost components are fixed versus variable. 2. Indicate willingness to structure pricing based on enrollment outcomes (performance-based elements). 3. Describe any open-source or shared-infrastructure components that reduce cost.
Performance Benchmarks	The University wants measurable enrollment improvement. Vague commitments will not differentiate.	1. Commit to specific performance benchmarks: inquiry-to-application conversion rate, application-to-enrollment yield, parent engagement response rate. 2. Propose a reporting cadence tied to these metrics. 3. Reference benchmarks achieved at comparable institutions.
Communication and Reporting	The SSN mentions data analysis and campaign optimization, implying an ongoing reporting relationship.	1. Describe your standard reporting framework. 2. Propose a reporting cadence (weekly during campaign, monthly during enrollment cycle). 3. Identify which University stakeholders receive which reports.

Section 17: Offshore Provider Framework

Legal Basis for Offshore Involvement

The SSN contains no explicit restriction on offshore involvement in proposal preparation or platform support. The University's T&Cs govern the resulting purchase order; those T&Cs are not included in the SSN. Until the T&Cs are reviewed, assume offshore support for proposal preparation is permissible. Offshore involvement in actual student data processing under a resulting contract would require FERPA-compliant data handling regardless of location.

Hard Limits

- No University of Wyoming student personally identifiable information (PII) may be transmitted to offshore teams at any stage, including for proposal preparation.
- Proprietary content marked as confidential by the University must not be shared beyond the immediate engagement team.
- Any AI tools discussed in the proposal that will process student data must be hosted in FERPA-compliant US-based or contractually compliant infrastructure.

Offshore Task Allocation Matrix

Task (from SSN Scope)	Can Go Offshore?	US Prime Only?	Handling Requirement
Prospect name database management (no PII)	Yes	No	Aggregated prospect data only; no individual student records
Omnichannel campaign strategy design	Yes	No	Standard NDA; no University-confidential data required
Creative asset development	Yes	No	Brand guidelines from University; no student data
Campaign analytics and reporting	Yes	No	Aggregated performance data only
Navigate 360 integration configuration	Partial	Senior oversight US-based	Integration credentials must be handled by US Prime; offshore supports documentation and testing
Appify integration	Partial	Senior oversight US-based	Same as Navigate 360

Edify data management integration	No	Yes	Edify integration involves University data environment; US Prime only
AI tool student/parent data processing	No	Yes	FERPA compliance requires US data handling
Parent communication content creation	Yes	No	No PII involved in content creation
Proposal preparation and document drafting	Yes	No	NDA required; no University student data involved

Pre-Bid Work Package for Offshore Team

7. Review all SSN documents and produce a capability gap analysis comparing your platform against each named EAB Global feature.
8. Draft the Statement of Capabilities document, addressing all 18 compliance checklist items in Section 5 of this Tender Insight.
9. Prepare the Navigate 360 integration technical specification or case study for inclusion.
10. Compile performance data from three comparable higher education deployments for the case study section.
11. Draft the data security and FERPA compliance summary.
12. Prepare the confidential supplement with any pricing frameworks, proprietary integration details, or competitive intelligence, packaged separately per SSN requirements.

Section 18: Submission Requirements

CRITICAL DEADLINE: Submit via <https://www.uwyo.edu> electronic solicitation portal by 2:00 PM Mountain Time (MT) on Monday, June 1, 2026. Late submissions may not be considered. No pricing required. No physical submission accepted.

#	Document	Mandatory Y/N	Format	Where It Goes	Status
1	Statement of Capabilities (public portion)	Yes	PDF or Word, single file	Portal upload: main submission document	Draft
2	Confidential/Proprietary Supplement (if applicable)	If applicable	Separate PDF, clearly labeled on cover page	Portal upload: separate file from public statement	Draft if needed
3	Cover page identifying submitting organization	Recommended	PDF	First page of main submission document	Prepare
4	Contact information for primary point of contact	Recommended	Embedded in cover page	First page of main submission document	Prepare
5	Navigate 360 integration evidence	Yes (for credibility)	Technical spec, case study, or letter of compatibility	Embedded in Statement of Capabilities	Prepare
6	Higher education client references with enrollment outcomes	Yes (for credibility)	Case study format, 1 page per client	Embedded in Statement of Capabilities	Prepare

Strategic Q&A Questions

13. Will the University provide a written determination explaining the basis for any decision to proceed with or abandon the sole source procurement? Rationale: establishes the record for any subsequent competitive advocacy.
14. Are there specific integration certifications or partnership agreements with Navigate 360 that the University requires of any competing provider? Rationale: identifies whether EAB has a certified partnership advantage that cannot be replicated.
15. What is the University's timeline for a decision following the June 1 deadline? Rationale: manages internal planning and resource allocation.

Section 19: Risk Register

#	Risk	Category	Likelihood	Impact	Mitigation	Owner
1	University proceeds with EAB sole source regardless of Statement of Capabilities quality	Bid Risk	High	High: no award opportunity at this stage	Frame statement to trigger competitive solicitation; request written determination if sole source proceeds	Engagement Director
2	Portal submission failure or technical error before deadline	Bid Risk	Medium	Critical: automatic exclusion	Submit minimum 2 hours before deadline; take screenshots of upload confirmation; have backup contact at uwyo.edu ready	Project Manager
3	Proprietary content co-mingled with public content, triggering disqualification or public records exposure	Compliance Risk	Medium	High: proprietary methods exposed	Review submission file separation twice before upload; label each file unambiguously	Compliance Officer
4	Navigate 360 integration capability cannot be demonstrated adequately	Technical Risk	Medium	High: University will dismiss the statement	Prepare technical architecture document with API specification; obtain Navigate 360 developer documentation	Technology Architect
5	EAB files protest or complaint that challenger submission contains false capability claims	Legal Risk	Low	High: reputational and legal exposure	Every capability claim in the statement must be backed by documented evidence or flagged as planned/in-development	Compliance Officer
6	FERPA violation during proposal preparation if University data is improperly handled	Compliance Risk	Low	Critical: legal and regulatory consequences	Offshore team must not receive any University student PII at any stage of proposal preparation	Compliance Officer
7	University issues competitive RFP with very short bid window after sole source challenge	Timeline Risk	Medium	Medium: compressed proposal preparation	Prepare a more complete proposal package during Statement of Capabilities stage;	Project Manager

					treat the statement as a mini-proposal	
8	EAB's five-platform integration footprint creates switching cost the University cannot budget for	Performance Risk	High	Medium: reduces competitive appeal even with strong capabilities	Address migration cost and timeline explicitly; offer a transition management plan as part of the statement	Engagement Director
9	Student enrollment goals are missed in Year 1, triggering contract review regardless of platform quality	Performance Risk	Medium	High: early termination risk	Include performance benchmarks and a year-1 outcome guarantee in the pricing structure	Campaign Strategist
10	Wyoming open records law exposure for materials submitted under the SSN	Legal Risk	Medium	Medium: competitive intelligence disclosed	Separately package all proprietary content; clearly state confidentiality basis in writing per SSN requirements	Compliance Officer
11	Offshore team accesses University's portal inadvertently due to shared credentials	Security Risk	Low	High: FERPA and University T&C violation	Portal credentials remain with US Prime only; offshore team receives document drafts via secure file transfer only	Project Manager
12	AI tools described in statement are not FERPA-compliant, disqualifying the technical response	Compliance Risk	Medium	High: core feature claim invalidated	Obtain FERPA compliance documentation for all AI tools before including them in the statement	AI Solutions Specialist

Section 20: IT/Software Strategy (Module M-IT)

The EAB Global Recruitment Services Platform is fundamentally a SaaS product with five named integration points. The IT strategy for any challenger centers entirely on those integrations. Navigate 360 is the most critical because it is the University's student success CRM. Any platform that cannot exchange data with Navigate 360 in real time is operationally inferior to EAB, regardless of other features.

The University also uses Edify for data management, which means student data is flowing through a structured data environment that any competing platform must connect to. Edify is less common than Navigate 360 in the higher education market, and a challenger that cannot document Edify integration experience will face a credibility gap.

The AI-driven help tools represent an emerging capability area. The SSN describes AI-driven help for students and parents as a feature of the EAB platform. A challenger should document its AI capability with specificity: what model architecture powers the tool, how it handles student data, whether it uses retrieval-augmented generation to pull University-specific content, and what guardrails prevent inaccurate or harmful responses. Universities are cautious about AI tools given FERPA obligations and reputational risk.

Analyst assessment: the cybersecurity win strategy for this solicitation is not about certifications. The University has not named FedRAMP, SOC 2, or any specific framework. The win is demonstrating that your platform handles student data more securely and transparently than EAB. Provide a one-page data flow diagram showing where student data goes, who can access it, and how it is protected. EAB likely cannot or

will not produce this level of transparency because they are the incumbent and do not need to compete. A challenger who puts this in front of the evaluator signals a different level of accountability.

Section 21: Staffing and Key Personnel Strategy (Module M-STAFF)

The staffing approach for this engagement hinges on two roles: the Engagement Director who manages the University relationship, and the Enrollment Technology Architect who owns the integration delivery. The University's evaluation will implicitly assess whether the proposed team has managed engagements of this complexity before.

Key personnel should be named in the Statement of Capabilities with brief CVs or credential summaries. The University is dealing with a real enrollment crisis, not a routine procurement. They want to see the faces and credentials of the people who will actually manage their enrollment future, not a generic team structure slide.

The Enrollment Technology Architect role is the most differentiated position. Navigate 360 is a specific CRM platform. EAB has institutional familiarity with it from years of deployment at the University. A challenger must name a specific individual with documented Navigate 360 configuration experience, ideally at a university of comparable size (Wyoming's enrollment is approximately 12,000 students).

Labor category strategy: for a potential resulting contract, the University's T&Cs will govern compensation. There are no prevailing wage or Davis-Bacon requirements for a software services contract of this type. Pricing flexibility is available, but be careful about underpricing the integration roles. A low-cost CRM integration that fails in year one would be catastrophic for the client relationship and the University's enrollment outcomes.