

Review and Discuss New Proposals for Capital Feasibility Study and Campaign

A request for proposal for a consultant for a capital feasibility study and capital campaign was sent to 10 vendors and advertised in the local newspaper. Six proposals were received. After the initial review of these proposals, the three highest ranking companies, CCS Fundraising, Dini Spheris and Bentz-Whaley-Flessner, were granted on-campus interviews. The proposals are available for Board review, if desired.

**PROPOSAL SUMMARY
RFP #19-01-252**

Capital Feasibility Study	CCS Fundraising Dallas, TX	Graham-Pelton Consulting Summit, NJ	Bentz-Whaley-Flessner Austin, Texas	Dini Spheris Houston, TX	Rich Gross Solutions Hot Springs, SD	Mission Advancement McKinney, TX
Estimated Time	3-4 months	2 ½ months	3-4 months	4 months	5 months	4 months
Feasibility Study	\$85,000	\$70,000	\$53,850	\$60,000	\$35,000	\$38,400
	\$21,250/mo.	\$28,000/mo.	\$13,462.50/mo.	\$15,000/mo.	\$7,000/mo.	\$9,600/mo.
Travel Expense	\$5,000	\$4,000-\$6,000	\$11,000	\$2,000	\$11,900	Travel Expense Included
Total Feasibility Study Cost	\$90,000	\$74,000 - \$76,000	\$64,850	\$62,000	\$46,900	\$38,400

Capital Feasibility Study w/ Embedded Consultant	CCS Fundraising Dallas, TX	Graham-Pelton Consulting Summit, NJ	Bentz-Whaley-Flessner Austin, Texas	Dini Spheris Houston, TX	Rich Gross Solutions Hot Springs, SD	Mission Advancement McKinney, TX
Embedded Consultant	Included in Fee	N/A	N/A	N/A	NA	\$10,000
Total with consultant	\$90,000	\$74,000 - \$76,000	\$64,850	\$62,000	\$46,900	\$48,400

Based on a thorough review of the written proposals, bids, and the findings of an interview panel comprised of a past GC regent, civic leader and philanthropist, members of senior college administration, and two current GC regents, staff respectfully recommends the contract be awarded to CCS Fundraising.

Further, it is recommended the company be awarded a contract, not to exceed \$90,000, to conduct a pre-campaign feasibility study. The results of this study will be used to determine if the College should proceed with a capital campaign. If the results are positive, the administration will bring a separate request to the Board for on-going capital campaign consultant services.

Anticipated expenses as provided by CCS Fundraising are as follows:

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Pre-Campaign Planning Study (Four Months)	\$90,000
<ul style="list-style-type: none">• Consulting service fee - \$21,250 per month• Travel - \$5,000 (Total for four-month time frame)• Feasibility Study with Embedded Consultant (Included in fee)	

The staff bases their recommendation on the following:

- The primary factor in selecting CCS Fundraising is their proven business model, which embeds a consultant at their client’s institutions who provides ongoing counsel during the feasibility study and capital campaign.
- The committee noted the company’s ability to conduct an intensive feasibility planning study, which will include an organizational scan, collecting, processing and utilizing donor analytics, creating and testing a preliminary case for support, and engaging up to 75 key stakeholders in strategic conversations about Galveston College and capital projects. CCS Fundraising will also conduct prospect research, distribute an electronic survey, and utilize their alumni finder capabilities to ensure broad participation.
- Another factor in selecting CCS Fundraising is their two-prong reporting process. The interim and final reports will include an assessment of case priorities and positioning, priority and attention of leadership, an action plan, timetable, and realistic goals grounded in facts. The final report will also include performance indicators for the campaign that will allow Galveston College to take its first steps toward initiating and completing a successful multimillion-dollar capital campaign.
- Of the three companies granted an interview, CCS Fundraising has the most experience operating in a higher education environment. They have also successfully conducted feasibility studies and capital campaigns for community colleges that are comparable to Galveston College in size and mission.
- After interviewing references provided by the companies, and additional contacts who had worked with them, the responses confirmed CCS Fundraising’s capabilities.
- CCS Fundraising team’s respected reputation in the industry was an important consideration.
- Capability and capacity to perform the work in a timely manner with available internal resources was also a deciding factor.

Following discussion of these proposals, the Facilities Committee will determine a recommendation to the Board of Regents.