Consider Approval of Proposal to Purchase New CRM Software System and Support

       A request for Proposal for a Constituent Relationship Management System (CRM) for Galveston College was sent to thirteen vendors and was advertised in the local newspaper. Eight responses were received.   The proposals are available for Board review, if desired.

       Staff requests approval of the proposal submitted by Element 451, Inc 1 Glenwood Ave, 5th Floor, Raleigh, NC 27603 for software that will provide a complete/unified and comprehensive CRM Software System. This system will provide the ability to support the entire student life cycle from prospect to alumni and will fully integrate with the Ellucian Colleague ERP system. The total cost of this project is $351,850.00 over a five-year period. The cost for the first year is $77,994

       Element451 offers the most complete, comprehensive system and will be the most advantageous for all departments utilizing this product. Element 451 was selected due to its robust AI integration, unlimited communication features, intelligent chat bot, unified approach to student success, proven integration with Ellucian Colleague, unlimited user licensing, and strong analytics.

       The source of the funding will be the Capital Projects Fund.

CRM Software Management System and Support
RFP 24-06-272

Vendor

	Year 1	Year 2	Year 3	Year 4	Year 5	total
Element 451	77,994.00	77,994.00	66,852.00	66,852.00	62,158.0	351,850.00
Technolutions	50,000.00	50,000.00	50,000.00	50,000.00	50,000.00	250,000.00
Liaison Target Extra Cost Per user	48,000.00	32,000.00	32,000.00	24,000.00	36,100.00	182,100.00 16,830.00 3600.00 202,530.00
Enrollment	113,500.00	54,750.00	54,750.00	54750.00	54,750.00	332,500.00
LeadSquared, Inc	82,500.00	62,400.00	64,896.00	67,491.00	70,192.00	347,479.00
EAB	99,750.00	81,683.00	85,392.00	89,286.00	93,376.00	449,487.00
Salesforce	239,336.00,	226,066.00	90,511.00	83,511.00	79,011.00	718,435.00
Servio Consulting, LLC	486,756.00	89,931.00	89,931.00	89,931.00	89,931.00	846,480.00