

PROPOSAL SCORE SUMMARY MATRIX

RFP Coordinator:

Donna Wallis

Date: 8/8/2025

	HURON		SBYS AGENCY		CAPTURE		EAB		CARNEGIE HIGHER EDUCATION		RNL		ENCOURA		PROPELLANT MEDIA		LIAISON	
Qualifications and Experience: 15 points																		
Evaluator 1	13.3		15		15		15		15		15		15		6.7		15	
Evaluator 2	15		14		15		15		15		15		15		5		13	
Evaluator 3	15		13		10		9		7		10		7		5		8	
Evaluator 4	15		15		15		15		15		15		15		10		15	
Evaluator 5	15		15		15		15		15		15		15		8		9	
Evaluator 6	15		10		15		15		15		15		15		5		15	
Evaluator 7	13		13		12		13		15		13		14		14		14	
Evaluator 8	15		15		15		15		15		15		15		15		15	
Technical Approach: 60 points	Average Score:	14.54	Average Score:	13.75	Average Score:	14.00	Average Score:	14.00	Average Score:	14.00	Average Score:	14.13	Average Score:	13.88	Average Score:	8.59	Average Score:	13.00
Evaluator 1	60		58.8		40.8		56.4		58.8		46.8		43.2		13.2		43.6	
Evaluator 2	57.6		50.8		52.4		56.4		57.6		47.2		53.6		54.8		48	
Evaluator 3	60		54.4		43.6		38		34.8		44.4		26.4		24.4		35.2	
Evaluator 4	46.4		36.8		44.4		36		53.6		44		49.2		21.6		36.8	
Evaluator 5	60		60		54		56.4		60		57.2		60		55.2		45.6	
Evaluator 6	45.2		25.2		51.2		42.8		58.4		46.8		51.2		22.4		38	
Evaluator 7	48		49.6		44.4		48		60		48.4		52		50.8		52	
Evaluator 8	48		48		44.4		48		48		48		48		36		48	
Technical Total:	Average Score:	53.15	Average Score:	47.95	Average Score:	46.90	Average Score:	47.75	Average Score:	53.90	Average Score:	47.85	Average Score:	47.95	Average Score:	34.80	Average Score:	43.40
		67.69		61.70		60.90		61.75		67.90		61.98		61.83		43.39		56.40
Cost Proposal: 25 points	Score:	12.85	Score:	n/a	Score:	n/a	Score:	n/a	Score:	25	Score:	n/a	Score:	n/a	Score:	n/a	Score:	n/a
Proposal Score: 100 points	Total Score:	80.54	Total Score:	n/a	Total Score:	n/a	Total Score:	n/a	Total Score:	92.90	Total Score:	n/a	Total Score:	n/a	Total Score:	n/a	Total Score:	n/a

Data Analysis - 8 points
Online Behavioral Management - 8 points
Communications Strategy - 8 points
Web-Based Marketing Strategy - 6 points
Email Communications - 6 points
Print Communications - 6 points
Slate/CRM Experience - 6 points
Integration - 6 points
Implementation/Training/Documentation - 6 points

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	Points Possible	CARNEGIE HIGHER ED		HURON CONSULTING GROUP	
Data Analysis	6	n/a		\$40,000.00	
Contact Acquisition	7	n/a		\$10,000.00	
Predictive Modeling	5	n/a		\$40,000.00	
Online Behavioral Management	2	n/a		\$50,000.00	
Communications Strategy	4	n/a		\$100,000.00	
Communication Implementation	1	n/a		\$180,000.00	
Comprehensive Solution	25	\$215,905.00	25	\$420,000.00	12.85