

**ZOOM MEETING OF THE BUSINESS AFFAIRS
COMMITTEE OF THE BOARD OF TRUSTEES
Community College of Philadelphia
Wednesday, March 24, 2021– 9:00 A.M.**

TO: Members of the Business Affairs Committee of the Board of Trustees
FROM: Jacob Eapen
DATE: March 22, 2020
SUBJECT: Committee Meeting

A Zoom meeting of the Business Affairs Committee is scheduled for Wednesday, March 24, 2020 at 9:00 a.m. **A Public Session and an Executive Session will be held.** The Zoom information for the **Public Session** follows:

Join Zoom Meeting
<https://ccp.zoom.us/j/96703616095?pwd=UENpblA5OW9SVWtJaGlPcUhZVmZsdz09>

Meeting ID: 967 0361 6095
Passcode: 8029
One tap mobile
+16465588656,96703616095# US (New York)
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PUBLIC SESSION

AGENDA

(1) Café Management (RFP) (Action Item):

On February 12th, RFP #10138 was issued seeking a Tenant to lease and operate the new Library and Learning Commons Café using the e-bid platform, PennBid. There was a mandatory Pre-Bid/Site Tour held on February 22nd which yielded six companies: LeJeune and Associated, LLC (DBE); Saxby's; Starbucks; Canteen/Compass; Heartland Hospitality Group; and Uncle Bobbie's Coffee and Books (MBE). Proposals were due March 16th. Only Saxby's. submitted a proposal. Below is a summary of Saxby's proposal.

Saxby's Proposal Components

Lease & Retail Operations Summary:

- Lease – Five (5)-year lease; with two (2), two (2)-year mutually agreed-upon options.
- Rents - Greater of either five percent (5%) of gross annual sales or \$15,000, paid in monthly installments.
- Equipment – Saxby/s will provide the equipment, either new or used in good condition.
- Maintenance – Saxby's will be responsible for equipment and premise interior maintenance and repairs.

- Menu & Pricing – Saxby’s will set menu options and pricing with College review. Saxby’s will have the right to increase prices once per year. Average price increase will not exceed five percent (5%).
- Signage- Saxby’s and the College will mutually agree on interior signage what can be seen from the exterior.
- Staffing – Saxby’s will hire a Student Café Executive Officer (CEO) to paid a stipend/salary. The Café team will all be CCP students paid a minimum of \$9.50/hr.

Experiential Learning Platform (ELP) Summary

- Café Operations - Completely student operated with the CEO responsible for team development, financial management and community leadership with oversight and support from Saxby’s Management team (VP of Operations, Head of Area Operations & other Saxby support team members).
- Academic Credit – The Student C.E.O. role will be filled by a current student who earns full academic credit (the equivalent of a full semester or 12 credits) through the College.
- Leadership – The Café will have other leadership positions such as Team Leads, Certified Trainers or Certified Recruiters.

Staff is requesting that the Business Affairs Committee recommend to the full Board to enter into a lease with Saxby's to operate the new Library Learning Commons Café for five (5) years; with two (2), two (2)-year mutually agreed-upon options.

(2) Catto Scholarship Office Renovations (RFP) (Action Item):

The College is renovating the former Student Academic Computer Center (SACC) spaces in the second floor of the Bonnell Building to accommodate the Catto Scholarship hires. This renovation will require modification of the spaces (three classroom spaces) to include: minor wall relocation, installation of new office walls, door installations and replacements and installation of new finishes (flooring, ceiling and paint), minor electrical and data relocation, and new light fixture installations.

RFP # 10135 was issued February 3rd, a Pre-bid Meeting was held on February 17th where seven General Contractors attended and bid on all trades, four of which were DBEs: (Bittenbender (WBE); New Age Development (DBE); The Riff Group (WBE); and LSN (MBE). The RFP yielded 3 responses. See Attachment A for pricing results.

Staff is requesting that the Business Affairs Committee recommend to the full Board to enter into a contract with the lowest responsible bidder, Bittenbender Construction LP, for the Catto Scholarship Office Renovations for the base bid amount of \$313,950 which shall be paid from the Catto funds from the City.

(3) Purchase of Kaltura Software Platform (Action Item):

Community College of Philadelphia Educational Need:

Kaltura is a cloud-based video platform that powers video on demand and live experiences increasingly used by faculty in all disciplines to drive student engagement and provide interactive learning. The abrupt switch to all online courses stimulated an immediate and massive acceleration in the use of video as an instructional tool. Common uses for this technology include desktop capture, live streaming, student-produced content, centrally managed video lessons for a wide variety of courses, and archived videos and resources for administrative purposes. This amplified new reality greatly exacerbated the longstanding need for a video management system.

Benefit to Students

Kaltura tools are tightly integrated within the Canvas learning management system (LMS), allowing students to access media galleries as part of a specific course or through the video portal. Students can use it to view recorded presentations, supplementary materials, communicate with their instructors, and more. Kaltura enables students to record content for assignments and share with their instructor and/or fellow students. This is one of many features that Kaltura provides in the base product, instead of an add-on option as with other video management solutions.

A critical use for video content has been in recording classes for subsequent asynchronous viewing by students. The ease of use of Kaltura for lecture capture is a strong Kaltura feature that also provides basic editing capabilities, another feature that is not available in most other products. And since all courses must be accessible to and usable by individuals with disabilities, Kaltura's ability to provide automated machine captioning for all content is invaluable and unique, as it is only available at an added cost with other products. Kaltura has a unique integration with Zoom, enabling automatic ingestion of recorded Zoom sessions for centralized management and publishing. Moreover, Kaltura has the unique ability to share this content across multiple sites, and the capacity to leverage its unlimited storage.

Why Kaltura Specifically?

The purchase of Kaltura will ensure a robust and accessible utilization of video campus-wide that no other product can provide, while providing a cloud-based solution to the College's critical video storage requirements. Kaltura is the only solution on the Market that is an open-source video platform. The significance is protection against vendor lock-in, open documentation and APIs, ability to customize and integrate, and a cost-effective pricing model. As the market leader in the EDU space, it continues to deliver new technologies, rolling out frequent updates to their video software and administrative tools.

Other products assessed were Panopto (3-year total \$287,207, and Echo 360 (3-year total \$342,000)

Staff is requesting that the Business Affairs Committee recommend to the full Board the purchase of a 36-month license for the Kaltura software platform in the amount of \$120,780.

(4) Marketing and Website RFP (Action Item):

In January 2021, the College issued an RFP for branding, marketing and website services. A total of 16 agencies bid on the project, and the RFP evaluation committee asked 5 to conduct presentations on their work before identifying two finalists. Dr. Generals met with both finalists and agreed with the committee's unanimous recommendation to award the work to the South Philadelphia-based firm P'unk Ave. The engagement is expected to last up to 18 months and the estimated investment over that engagement is an amount not exceed \$759,441. Deliverables from the project include extensive research and reporting about market opportunities and the College's reputation as well as a new visual identity system and a new website.

Please note the following attachments:

Attachment B – Evaluation Committee

Attachment C – Evaluation Criteria

- Narrowing 16 Bidders to 5 Bidders
- Narrowing 5 Bidders to 2 Finalists

Attachment D – Price Breakdown for Five Bidders

Staff is requesting that the Business Affairs Committee recommend to the full Board to enter into a contract with P'unk Ave for the Marketing and Website RFP in an amount not to exceed \$759,441 for a period of up to 18 months.

(5) Data Center Network Infrastructure Upgrade Contract with Graybar Electric Company, Inc. for \$598,816 (Action Item):

The data center is serving a critical role in expanding capabilities for the enterprise networking. This architecture consists of core routers, aggregation routers, and access switches. Getting CCP ready for hybrid cloud and modern cloud applications will require us to modernize all aspects of our IT framework: Infrastructure, Networks, Applications, and Data Center.

Current Landscape:

- Updated network and security requirements leaves the current network deficient
- Aging equipment that are/approaching end of life

Risks Identified:

- Multiple single points of failure resulting in prolonged outages
- Security deficiencies leaves data and systems vulnerable

Our goal is to replace both end-of-life Cisco 6509 Catalyst Core Switches and the Cisco 3705X-48 Edge Switches at the Main Campus and Northeast regional center data centers allowing for high availability, high performance, and increased ease of management.

On October 31, 2020 Cisco announced the end-of-sale and end-of-life dates for our Core and Edge Switches. The last date that Cisco Engineering may release any final software maintenance releases or bug fixes is October 30, 2021. After this date, Cisco Engineering will no longer develop, repair, maintain, or test the product software.

The RFP bid consists of hardware/software/support to replace our current Cisco 6509 switches and Cisco Catalyst 3750X-48 located at Main Campus and NERC and added 35 new wireless access points. The only responsible bid was received from Graybar Electric Company, Inc.

Staff recommends that the Business Affairs Committee recommend to the full Board the Data Center Network Upgrade Project to Graybar Electric Company, Inc. at the total cost of \$598,816 which includes a three-year maintenance and support. The purchase shall be made using CARES Act institutional dollars.

(6) Next Meeting:

The next regularly scheduled meeting of the Committee is set for Wednesday, April 21, 2021.

EXECUTIVE SESSION

Following the Public Session, the Committee will participate in an Executive Session. The Zoom information for the **Executive Session** follows:

Join Zoom Meeting

<https://ccp.zoom.us/j/98956828657?pwd=Vyt1ZjhzMy9XMDILbEoyU04wUmtNQTO9>

Meeting ID: 989 5682 8657

Passcode: BAC

One tap mobile

+16465588656,98956828657# US (New York)

+13017158592,98956828657# US (Washington DC)

JE/lm

Attachments

**c: Mr. Jeremiah White
Dr. Donald Generals
Ms. Susan Hauck
Ms. Marsia Henley
Mr. Gim Lim
Dr. Shannon Rooney
Mr. Derrick Sawyer
Mr. Vijay Sonty
Victoria Zellers, Esq.**

ATTACHMENT A
Pricing Results
Catto Scholarship Office Renovations RFP

Reference Number	Description	UOM	Quantity	Bittenbender Construction LP. (WBE)	PARKOROURKE Assoc.	New Age Development Group (DBE)
Base Bid Summary				\$313,905.00	\$379,375.00	\$408,006.00
100	General Construction for RFP#10135	Lot	1	\$148,675.00	\$161,375.00	\$155,166.00
200	HVAC for RFP#10135	Lot	1	\$66,765.00	\$79,800.00	\$112,447.00
300	Fire Suppression for RFP#10135	Lot	1	\$7,650.00	\$15,400.00	\$20,727.00
100	Electrical Construction for RFP#10135	Lot	1	\$90,815.00	\$122,800.00	\$119,666.00

ATTACHMENT B
**Evaluation Committee for the Marketing
and Website RFP**

Michael Soileau – Member of the Board of Trustees

Roz McPherson – Member of the Board of Trustees

Shannon Rooney - Vice President, Enrollment Management & Strategic Communications

David Thomas - Vice President, Strategic Initiatives & Community Engagement

Pam Carter - Dean of Business & Technology

Eve Markman - Executive Director of Creative Services

Kris Henk – Executive Director of Marketing

Vijay Sonty - Associate Vice President for Information Technology

Carol de Fries - Director, Academic and Student Success Operations

ATTACHMENT C
Evaluation Criteria for the Marketing and Website RFP
Narrowing 16 Bidders to 5 Bidders

Evaluation Criteria*

Project Team - Experience, Qualifications & Commitment to Project Goals

Firm - Experience and Past Project Performance on similar projects within the last 7 years.

Method for Accomplishing the Scope of Work - Organization of work, Unique Capabilities, Understanding appropriate level of effort required (hrs./tasks) etc.

Mission alignment with College's values

Capacity to do work that is innovative in the field

Commitment to Diversity & Inclusion

Price (Financial Proposal)

Quality and thoroughness of proposal

Evaluation Criteria for the Marketing and Website RFP – Narrowing 5 Bidders to 2 Finalists

Evaluation Criteria*

Project Team: Does team exude interest in and understanding of this project? Do they demonstrate the capacity to connect with our constituents? Does the agency and their subcontractors have the breadth and depth of expertise we need for all elements of the project? Are they folks we'd like to work with?

Firm: *Has this agency done other relevant work? Did they convey an understanding of similar projects or mission alignment?*

Project Plan: Did the agency convey an understanding of breadth of work? Does their plan for completion seem sound? Is it adequately in-depth in each phase?

Mission alignment: Did the agency convey an understanding of CCP's fundamental values and needs?

Creative quality: Did the agency's creative work (design and copy) inspire or excite you? Was it unique in the field?

Conceptual quality: Did the concept(s) behind the case studies and shared work from the agency convey capacity for innovative work?

ATTACHMENT D
Price Breakdown for Five Bidders
Marketing and Website RFP

Below is the price breakdown for five bidders:

LevLane: \$836,800.00

P'unk: \$759,441.00

JPL Paskill Stapleton & Lord: \$473,900.00

VisionPoint: \$309,377.50

Littlem Giant Creative: \$112,100.00