

April 21, 2022

22-110

ENROLLMENT MANAGEMENT SYSTEM AND RX
CORE LICENSES RENEWAL

PREPARED BY: Michael Mathews, Purchasing Manager, Finance

FINANCIAL
RESPONSIBILITY: Ryan Clark, Dean, Enrollment Strategy & Services,
Student Affairs

APPROVED BY: Heather Lang, Vice President, Student Affairs
Mark Mitsui, President

STRATEGIC THEME: Belonging: Transform our learning culture toward creating
a sense of belonging and well-being for every student.
Delivery: Redefine time, place, and systems of
educational delivery to create a more learner-centric
ecosystem.

REPORT: Enrollment Rx delivers a Customer Relationship
Management (CRM) system for admissions with extensive
functionality for recruitment and as an admissions CRM
solution for enrollment management.

In 2018 quotes were obtained from three vendors. The
College entered into Contract 137-18 for \$125,000 with
EnrollmentRX. The number of licenses required has
increased the total value of the contract to \$285,797.84.
The Contract expires October 30, 2022.

No firms could be identified that offer Admissions CRM
and have a certification in the COBID database.

RECOMMENDATION: That the Board of Directors authorizes the College to
increase the current contract from to \$285,797.84.