REQUEST FOR INFORMATION (RFI)
Stand-Alone Intensive English Program at
California Polytechnic State University, San Luis Obispo (Cal Poly)

March 17, 2015

This RFI is to ascertain interest in participating in a competitive Request for Proposal (RFP) process for the operation of a Stand-Alone Intensive English Program (IEP) in collaboration with Cal Poly’s Extended Education and the International Center. Interested parties are asked to submit certain prequalification responses as outlined at the close of this letter. The submittals will be reviewed by an evaluation committee using the points identified in the Prequalification section.

Overview of Cal Poly

Cal Poly is a nationally ranked, four-year comprehensive university located in San Luis Obispo, California offering 66 undergraduate degrees, 23 master’s degrees and 1 doctoral degree. San Luis Obispo is a city of approximately 44,000 residents, located 230 miles south of San Francisco, 200 miles north of Los Angeles, and 10 miles from the Pacific Ocean. The University’s main campus covers 1,321 acres of which 155 acres comprise the campus core. The campus currently employs approximately 2,300 full time faculty and staff, and additional faculty and staff will be hired as student enrollment increases.

The enrolled student population on the main campus is approximately 18,500, or 16,100 +/- full time equivalent (FTE) students. The campus operates on a quarter system with the academic year beginning in September and ending in June. There is a small, but growing summer program. Campus enrollment is planned to grow by 2.5–3.0% per year over the next 4-5 years, although growth is dependent on state funding. The University’s plan is to modestly increase the number of students during the academic year while substantially increasing the summer enrollment.

As part of the University’s internationalization strategy, the campus is planning to increase the number of matriculated international students from its present level of approximately 150 students to 1,000 – 1,500 in the next 5 to 8 years.

Cal Poly has a highly selective admissions process, and only UC Berkeley and UCLA have more competitive admissions standards among California public universities. Cal Poly’s minimum requirements for English proficiency are a TOEFL of 550 (paper version)/80(Internet based) or an IELTS of 7.0 (see http://admissions.calpoly.edu/applicants/international/checklist.html). Admission to Cal Poly is determined by major on a competitive basis. The average high school GPA of Cal Poly’s incoming freshman class in 2014 was 3.88, with an average SAT score (math and reading) of 1,234 (see http://content-calpoly-edu.s3.amazonaws.com/ir/1/publications_reports/polyview/pv14.pdf). International applicants must be competitive with these standards to be accepted.

Program Objectives

In December of 2014 the Cal Poly English Language Program Task Force established a recommendation to support an English Language Program on campus. The program should be designed primarily for international students who want to visit California to learn English and prepare to pursue a degree at a United States university in the future. This would provide Cal Poly a recruiting opportunity to target students in this program who meet our selective academic
qualifications, as potential undergraduate applicants. The program could also potentially serve students enrolled in universities outside the United States who wish to improve their English and take courses at Cal Poly during the summer. For example, Cal Poly has hosted a number of students from Brazil’s Scientific Mobility Program, and would like to expand its pursuit of opportunities in the 100,000 Strong initiative. This could also provide Cal Poly with a recruiting opportunity to target these students for our graduate programs.

The English Language Program Task Force identified these key guiding principles for Cal Poly’s English Language Program:

1. Student success is the paramount for all elements of the program.
2. The program should be designed to support and reinforce Cal Poly’s selective admissions standards and exceptional student profile.
3. The program should benefit the international students who are already enrolled at Cal Poly as well as international students who will enroll in the future.
4. The program should also benefit domestic students enrolled at Cal Poly who need support for English proficiency, academic and social acculturation.
5. The program should reflect Cal Poly’s distinctive “Learn by Doing” pedagogical approach.
6. The program should be designed to engage both domestic students and international students and facilitate collaborative learning to support the internationalization of the entire campus population.
7. The program must be financially self-supporting and contribute to the available resources for internationalizing our campus community.
8. The program should incorporate best practices and state-of-the-art methodologies for second-language acquisition.
9. The program should engage faculty, staff and students as part of a comprehensive effort to internationalize the campuses.
10. The program should be designed to meet the needs of students who are currently attending or hoping to attend Cal Poly, as well as visiting international high school and university students.

Potential partners will note that this program will not be designed for a first year “pathways” program, nor will it include a significant cohort of conditionally-admitted international students. Students who complete this IEP can choose to apply to Cal Poly for direct admission, or they can apply to a California community college, CSU, UC, or other California college or university.

Prequalification (100 points total)

1. Please provide a detailed explanation of the approach and methodology, including the proposed structure for implementing a Stand-Alone not-for-credit Intensive English Program at Cal Poly. Please be specific. (25 points)
2. Please describe your firm’s experience with implementing Stand-Alone not-for-credit Intensive English Programs. Please be specific. (20 points)
3. Describe your success in domestic and international marketing, and collaborations with other universities. Please be specific. (15 points)
4. Please describe your methodology for engaging faculty, staff and students in an effort to internationalize the campuses. (10 points)
5. Please describe the accreditation status of your Stand-Alone Intensive English Program. (20 points)
6. Provide a detailed explanation of your company’s financial stability, and also how this program would be financially self-supported, and contribute to the available resources for internationalizing our campus community. (5 points)

7. Describe any additional student services that may be provided. Examples – homestay, transportation, I-20 and SEVIS services, performance testing, orientation. (5 points)

Leasing Details

The program will be located on the Cal Poly campus. Cal Poly will provide office space for IEP staff and instructors, classrooms, and testing. The space provided could be customized to meet the needs of the program. The lease arrangement will be further defined in the subsequent RFP.

Solicitation of Interest

If you are interested in being considered to participate in the RFP, please provide one electronic copy of the RFI submittal to purchasing@calpoly.edu no later than April 8, 2015 at 3:00pm (PDT).

The submittal shall be divided into these sections and include:
- A cover letter
- Prequalification responses
- Anticipated space needs on the Cal Poly campus for the program
- A minimum of five (5) references of clients with similar programs. Provide contact names, telephone numbers and email addresses.

Based on satisfactory submission of the required information, the University will determine whether your firm will receive a formal RFP package. Selected respondents to this RFI will receive a formal Request for Proposal (RFP) on or around April 22, 2015, with the following tentative timeline anticipated.

Tentative Timeline

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<td>Questions regarding RFI</td>
<td>March 25, 2015</td>
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<td>RFI Submittal due</td>
<td>April 8, 2015 3:00pm (PDT)</td>
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<tr>
<td>Request for Proposal (RFP)</td>
<td>April 22, 2015</td>
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<td>Proposals due</td>
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<td>Intent to Award</td>
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<td>Program launch</td>
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Questions/Additional Information

Should you have questions or require additional information, please contact Michele Winterfeldt at mwinterf@calpoly.edu. Clarification, questions and answers, and addenda issued in response to queries for additional information will be here https://afd.calpoly.edu/cprm/bidsinprocess.asp. Questions regarding the RFI are due in writing no later than March 25, 2015. Thank you for your interest, and we look forward to hearing from you.

Michele Winterfeldt, Buyer II
Contracts & Procurement/Risk & Real Estate Management