WSAC received six responses to the Request for Information: Washington Adult Reengagement Statewide Outreach and Student Information Tools. The firms who submitted responses were:

- Five Star Development, Inc.
- Information Resource Group
- Learning Lifetime
- New Ed
- Socrata
- Wiley Education Services

Response Highlights

Personalization and Interaction	Streamlined search process for prospective students, delivering program search results within one click of the user's entry point (i.e., landing page).
	Benefit eligibility (unemployment, SNAP, TANF, etc.) identification and information delivery. Possible systems integration.
	Personalized search results based on the user-entered search query and geography.
	Geo-targeting to enhance regional implementations.
	System generated enrollment action plan for prospective students. • Relevant next steps. • Key questions for campus staff. • Insight on relevant accessibility or student services offered.
	Automated or personalized responses to users via email and web-based confirmation screens.
	Users search and request for information without required login.
	Provide users with personalized estimates of transferable credits.
	Sorting and filtering search results using a variety of parameters (i.e., geographic proximity).
Business Process and Data Structures	Customized communications based on prospective students' campus and program choices.
	Prospective student data is accessible to campuses of interest.
	Generation of personalized communications to prospective students (letters and emails).
	System generated enrollment action plan for prospective students delivered to enrollment management users or campus "guides".
	Data customizations provided by institutions (program schedules, delivery method, campus-based services, etc.).
Mobile Functionality	Mobile-friendly user experience on Android and iOS devices through ***mobile-web***.
	Mobile-friendly user experience on Android and iOS devices through a ***native app***.
Integrations	Integration with multiple standard CRM solutions (Salesforce, Oracle, etc.)
	Integration with public websites to provide a unified and seamless experience across these web assets.
	Integration with live chat solutions.
	Integration with online professional networks, such as LinkedIn.

Reporting	User interface (i.e., reporting dashboard) for system administrators and WSAC personnel to view real-time analytics and run ad-hoc, on demand, and scheduled (i.e., weekly, monthly, quarterly, bi-annually, etc.) reports on system use, web traffic, requests for information, etc.
	Prospective student data exports in multiple formats (CSV, PDF, Excel, etc.)
	Reporting dashboard(s); includes lead volumes, numbers of requests by campuses and programs, and application conversion rates, to the extent that data is available.
	Prospective students may login to access additional functionality. The login action provides additional tracking and reporting on those prospective students.