

REQUEST FOR PROPOSAL
RFP #932442

CAMPUS SMS SERVICES

RFP Timeline	
RFP Issue Date:	August 13, 2026
Deadline for Respondent Questions to MSU:	August 26, 2026
RFP Response Due Date:	September 3, 2026
Estimated Contract Award	September 16, 2026, 3:00 pm Eastern

RFP Contact	
Name:	Christine Kavka
Unit:	MSU Procurement
Email:	kavkach1@msu.edu
Phone:	517-353-8012

DESCRIPTION: Michigan State University (the “**University**” or “**MSU**”) is soliciting proposals through this Request for Proposal (“**RFP**”) for the purpose of Campus SMS Services. The requested services are more thoroughly described under the Scope of Work Section of this RFP. Firms intending to respond to this RFP are referred to herein as a “**Respondent**” or “**Supplier**.”

PROPOSAL INSTRUCTIONS

- PROPOSAL PREPARATION.** The University recommends reading all RFP materials prior to preparing a proposal, particularly these Proposal Instructions. Respondents must follow these Proposal Instructions and provide a complete response to the items indicated in the table below. References and links to websites or external sources may not be used in lieu of providing the information requested in the RFP within the proposal. Include the Respondent's company name in the header of all documents submitted with your proposal.

Document	Description	Response Instructions
Cover Page	Provides RFP title and number, important dates, and contact information for MSU	Informational
Proposal Instructions	Provides RFP instructions to Respondents	Informational
Respondent Information Sheet	Company and Contact Information, and Experience	Respondent must complete and submit by proposal deadline
Scope of Work/Technical Requirements	Describes the intended scope of work for the RFP	Respondent must complete and submit by proposal deadline
Pricing (Schedule A)	Pricing for goods and services sought by the University through this RFP	Respondent must complete using provided Excel document and submit by proposal deadline
International Rate Card (Schedule B)	Pricing for international services sought by the University through this RFP	Respondent must complete and submit by proposal deadline
Master Service Agreement (Schedule C)	Provides legal terms for a contract awarded through this RFP	Deemed accepted by Respondent unless information required in Section 8, Master Service Agreement is submitted by proposal deadline

- EXPECTED RFP TIMELINE.**

Activity	Date
Issue RFP	August 13, 2026
Deadline for Respondent Questions to MSU	August 26, 2026
RFP Response Due	September 3, 2026
Estimated Contract Award	September 16, 2026, 3:00 pm Eastern

- CONTACT INFORMATION FOR THE UNIVERSITY.** The sole point of contact for the University concerning this RFP is listed on the Cover Page. Contacting any other University personnel, agent, consultant, or representative about this RFP may result in Respondent disqualification.

4. **QUESTIONS.** Respondent questions about this RFP must be submitted electronically by email to the contact listed on the cover page of this RFP. In the interest of transparency, only written questions are accepted. Answers to all questions will be sent to Respondents via email. Submit questions by referencing the following: (i) Question Number, (ii) Document Name, (iii) Page Number, and (iv) Respondent Question. Please refer to **Section 2** above for the deadline to submit questions.
5. **MODIFICATIONS.** The University may modify this RFP at any time. Modifications will be sent via email. This is the only method by which the RFP may be modified.
6. **DELIVERY OF PROPOSAL.** The Respondent must submit its proposal, all attachments, and any modifications or withdrawals electronically via email to the contact listed on the cover page of this RFP. **The price proposal should be saved separately from all other proposal documents and should be sent as a separate attachment from the other proposal documents.** The Respondent should submit all documents in a modifiable (native) format (examples include but are not limited to: Microsoft Word or Excel and Google Docs or Sheets). In addition to submitting documents in a modifiable format, the Respondent may also submit copies of documents in PDF. Respondent's failure to submit a proposal as required may result in disqualification. The proposal and attachments must be fully uploaded and submitted prior to the proposal deadline. **Do not wait until the last minute to submit a proposal.** The University **may not** allow a proposal to be submitted after the proposal deadline identified in the Cover Page, even if a portion of the proposal was already submitted.
7. **EVALUATION PROCESS.** The University will convene a team of individuals from various Departments within MSU to evaluate each proposal based on each Respondent's ability to provide the required services, taking into consideration the overall cost to the University. The University may require an oral presentation of the Respondent's proposal; conduct interviews, research, reference checks, and background checks; and request additional price concessions at any point during the evaluation process. The following criteria will be used to evaluate each proposal:

Criteria	Weight
Responses to technical requirements	50%
Suppliers Qualifications, Experience and references	10%
Overall Cost to the University	20%
Supplier Risk and Compliance (Adherence to legal terms, etc.)	20%
	100%

8. **MASTER SERVICE AGREEMENT.** The University strongly encourages strict adherence to the terms and conditions set forth in the Master Service Agreement. The University reserves the right to deem a proposal non-responsive for failure to accept the Master Service Agreement. Nevertheless, the Respondent may submit proposed changes to the Master Service Agreement in track changes (i.e., visible edits) with an explanation of the Respondent's need for each proposed change. Failure to include track changes with an explanation of the Respondent's need for the proposed change constitutes the Respondent's acceptance of the Master Service Agreement. General statements, such as "the Respondent reserves the right to negotiate the terms and conditions," may be considered non-responsive.
9. **CLARIFICATION REQUEST.** The University reserves the right to issue a Clarification Request to a Respondent to clarify its proposal if the University determines the proposal is not clear. Failure to respond to a Clarification Request timely may be cause for disqualification.
10. **RESERVATIONS.** The University reserves the right to:
 - a. Disqualify a Respondent for failure to follow these instructions.

- b. Discontinue the RFP process at any time for any or no reason. The issuance of an RFP, your preparation and submission of a proposal, and the University's subsequent receipt and evaluation of your proposal does not commit the University to award a contract to you or anyone, even if all the requirements in the RFP are met.
 - c. Consider late proposals if: (i) no other proposals are received; (ii) no complete proposals are received; (iii) the University received complete proposals, but the proposals did not meet mandatory minimum requirements or technical criteria; or (iv) the award process fails to result in an award.
 - d. Consider an otherwise disqualified proposal, if no other proposals are received.
 - e. Disqualify a proposal based on: (i) information provided by the Respondent in response to this RFP; or (ii) if it is determined that a Respondent purposely or willfully submitted false or misleading information in response to the RFP.
 - f. Consider prior performance with the University in making its award decision.
 - g. Consider total-cost-of-ownership factors (e.g., transition and training costs) when evaluating proposal pricing and in the final award.
 - h. Refuse to award a contract to any Respondent that has outstanding debt with the University or has a legal dispute with the University.
 - i. Require all Respondents to participate in a Best and Final Offer round of the RFP.
 - j. Enter into negotiations with one or more Respondents on price, terms, technical requirements, or other deliverables.
 - k. Award multiple, optional-use contracts, or award by type of service or good.
 - l. Evaluate the proposal outside the scope identified in **Section 7, Evaluation Process**, if the University receives only one proposal.
 - m. Obtain and consider information from other sources concerning a Respondent, such as the Respondent's capability and performance under other contracts, the qualifications of any subcontractor identified in the Proposal, the Respondent's financial stability, past or pending litigation, and other publicly available information.
 - n. Utilize third parties to assist in the evaluation process, provided such parties are subject to confidentiality requirements.
- 11. AWARD RECOMMENDATION.** The contract will be awarded to the responsive and responsible Respondent who offers the best value to the University, as determined by the University. Best value will be determined by the Respondent meeting any mandatory minimum requirements and offering the best combination of the factors in **Section 7, Evaluation Process**, and price, as demonstrated by the proposal. The University will email a **Notice of Award** to all Respondents. A Notice of Award does not constitute a contract, as the parties must reach final agreement on a signed contract before any services can be provided. The awarded Respondent is prohibited from partnering with losing bidders unless the RFP specifically allows for such arrangement, and any violation of this prohibition may result in disqualification of the awarded Respondent.
- 12. GENERAL CONDITIONS.** The University will not be liable for any costs, expenses, or damages incurred by a Respondent participating in this solicitation. The Respondent agrees that its proposal will be considered an offer to do business with the University in accordance with its proposal, including the Master Service Agreement, and that its proposal will be irrevocable and binding for a period of 180 calendar days from date of submission. If a contract is awarded to the Respondent, the University may, at its option, incorporate any part of the Respondent's proposal into the contract. This RFP is not an offer to enter into a contract. This RFP may not provide a complete statement of the University's needs or contain all matters upon which agreement must be reached. Proposals submitted via email are the University's property.

- 13. FREEDOM OF INFORMATION ACT.** Respondent acknowledges that any responses, materials, correspondence or documents provided to the University may be subject to the State of Michigan Freedom of Information Act ("FOIA"), Michigan Compiled Law 15.231 *et seq.*, and may be released to third parties in compliance with FOIA or any other law. Questions about the Respondent's own performance can be directed to the RFP Contact indicated on page 1 of this document. Questions about the overall evaluation and any other post-award inquiries must be submitted via a formal FOIA request to the [Michigan State University FOIA office](#).

RESPONDENT INFORMATION SHEET

Please complete the following Information Sheet in the space provided:

Information Sought	Response
Contact Information	
Respondent's sole contact person during the RFP process. Include name, title, address, email, and phone number.	
Person authorized to receive and sign a resulting contract. Include name, title, address, email, and phone number.	
Respondent Background Information	
Legal business name and address. Include business entity designation, e.g., sole proprietor, Inc., LLC, or LLP.	
What state was the company formed in?	
Main phone number	
Website address	
DUNS# AND/OR CCR# (if applicable):	
Number of years in business and number of employees	
Would this represent a material portion of your organization's annual revenue?	
Legal business name and address of parent company, if any	
Has your company (or any affiliates) been a party to litigation against Michigan State University? If the answer is yes, then state the date of initial filing, case name and court number, and jurisdiction.	
Experience	
Describe relevant experiences from the last 5 years supporting your ability to successfully manage a contract of similar size and scope for the services described in this RFP.	
Experience 1	
Company name Contact name Contact role at time of project Contact phone Contact email	
1. Project name and description of the scope of the project 2. What role did your company play? 3. How is this project experience relevant to the subject of this RFP?	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	
Experience 2	
Company name Contact name	

MICHIGAN STATE UNIVERSITY

Contact role at time of project Contact phone Contact email	
1. Project name and description of the scope of the project 2. What role did your company play? 3. How is this project experience relevant to the subject of this RFP?	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	
Experience 3	
Company name Contact name Contact role at time of project Contact phone Contact email	
1. Project name and description of the scope of the project 2. What role did your company play? 3. How is this project experience relevant to the subject of this RFP?	
Start and end date (mm/yy – mm/yy)	
Status (completed, live, other – specify phase)	

NOTE: *The three (3) experiences provided should be from organizations similar in type, size, and complexity to Michigan State University. Ensure that the people you noted as “contact” can be reached via the information provided and are aware that MSU may be reaching out for reference checks during this RFP*

SCOPE OF WORK

Please address each of the sections below in a written response, which can be completed on a separate sheet (using the same section headings).

1. Background.

Michigan State University is looking to source a CPaaS (Communications Platform as a Service) to supplement its on-premises telephony solution. This solution is expected to be able to provide the ability to send Text Messages (SMS), Multimedia Text Messages (MMS), Rich Communication Services Messages (RCS), API based telephony calls as well as SIP based telephony calls. Michigan State University currently hosts over 50,000 phone numbers with a local carrier on a local SIP based phone system for traditional voice services that is out of scope for this bid.

Michigan State University (MSU) has been sending and receiving text messages to its community since 2007 utilizing OTT (Over the top) services utilizing its own application services tooling. MSU has existing TCR campaigns and brands in use today to send nearly 1,000,000 messages per month. MSU primarily sends messages to students, faculty, and community members for things like OTP codes, event notifications, one-to-one communications between community members and staff/faculty and personal communications for individuals. API based telephony calls are used for a variety of services including OTP codes and verification systems. SIP trunking will be used for backup services in case of communication platform failures and 911 calls.

It is the expectation that MSU be able to “split port” or keep the traditional voice services over the existing carrier (Windstream/Uniti) while being able to SMS/MMS/RCS enable services with this new provider. There will be an expectation of a limited number of DIDs purchased from the respondent. MSU expects to be able to utilize existing internet connectivity to connect to these services.

2. Technical Requirements.

A. SMS/MMS/RCS Services

- a. The vendor must be able to provide the ability to send SMS, MMS and RCS messages via a REST-based API over HTTPS to US and international based mobile devices.
- b. Vendor must be able to deliver SMS, MMS and RCS messages via REST based HTTPS messages to servers and URLs that MSU provides.
- c. The vendor must provide the ability to change REST endpoints for incoming messages either via an API call or dashboard. These can be combined into common “applications” or “services”, bundling multiple phone numbers into groupings for common applications.
- d. Vendor must allow Michigan State University to register TCR campaigns, including brand registrations, campaign registrations and associations with 10DLC phone numbers. Should any of the registrations fail, the vendor should provide information to Michigan State University as to why the failure occurred and what steps would need to be taken to correct the registration to be successful.
- e. TCR Registration attempts should not take longer than 3 business days before success or failure is provided to Michigan State University.
- f. Michigan State University should be able to utilize a single TCR campaign for multiple phone numbers (up to the maximum that a TCR campaign allows).

- g. For MMS messages, the vendor should allow Michigan State University to send pictures, videos, contacts and other multi-media messages. The vendor should provide size and resolution constraints to utilize the service.
- h. The vendor should provide a dashboard or report listing the deliverability of messages, and should messages not be delivered, an explanation of why.

B. Voice Services

- a. The vendor must be able to provide Michigan State University with the ability to launch phone calls, play messages, collect digits and stream audio via REST based HTTPS messages.
- b. The vendor must be able to parse or play WAV or MP3 based audio messages to end users.
- c. The vendor must be able to trigger API/REST based HTTPS messages for incoming calls.
- d. The vendor should be able to provide SIP trunking services over the common Internet to be able to provide basic telephony services for both incoming and outgoing calls.
 - i. MSU utilizes an Avaya Session Border Controller for Enterprise as its terminating equipment. This supports TCP, UDP and TLS based trunks and TLS or UDP for media.
 - ii. The vendor should support encrypted based SIP and Media traffic on this trunk.
 - iii. All media will use μ Law g.711 or g.722k based codecs.
 - iv. The vendor would provide documentation on DTMF digit and other multimedia configurations.
- e. The vendor should provide 911 services, with proper delivery to local PSAP endpoints.
 - i. MSU will provide address mappings for each DID.
 - ii. The vendor may provide additional services for address location expression for proper PSAP delivery and address notification.
 - iii. The vendor will provide the ability to provision address location information via a dashboard or API call.
 - iv. The vendor will provide the ability to easily change address information for DIDs. MSU has hundreds of locations and moves numbers between locations often. MSU is responsible for the accuracy of this information provided to the vendor.
 - v. Please comment on the ability to deliver 911 calls with address information for DIDs that are not ported or hosted on the service (for example, primary voice services for 517-555-1212 are delivered via Uniti, but 911 calls are delivered via your service). Please list any additional charges for this service.
 - vi. The vendor should provide the ability to test 911 calls and verify location information.

C. Number Management

- a. The vendor must provide a dashboard and/or REST based API Services to manage telephone numbers on the service.
- b. The vendor must allow for “split porting” or the ability for voice services to remain on another service and this service to be used for SMS/MMS/RCS services.
- c. The vendor must provide the ability to “port” or “host” numbers in a reasonable manner (via a dashboard, API call or easy project). Phone number ownership verification should be automated to allow for frequent but small number portings.

- d. The vendor should provide MSU the ability to “purchase” phone numbers in any area code with a wide selection of local exchanges.
- e. The vendor should provide the ability for multiple MSU employees to manage numbers on the service, each with their own login and auditing.

3. Qualifications and Experience

- A. Company qualification and experience
 - a. Industry Experience: at least 10 years’ experience performing consulting service in the telecom industry, particularly within the higher education sector
 - b. Track Record: Demonstrated experience implementing similar service at research-intensive universities comparable in size and complexity to MSU.

4. General Requirements

- A. The selected supplier for this RFP may be subject to the University’s Criminal Background Check Policy, available at: <https://upl.msu.edu/common/documents/criminal-back-ground-check.pdf>
 - a. If the University, at its sole discretion, determines the selected supplier is subject to this Policy, the supplier must sign and deliver the Contractor Certification for Criminal Background Checks to University prior to the provision of any services or delivery of any goods

5. Accessibility Requirements

- A. The University is required to comply with the Americans with Disabilities Act of 1990 (ADA), and has adopted a formal policy regarding accessibility requirements for websites and software applications which is based on the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines (WCAG) 2.2 Level AA.
- B. If this purchase is related to a digital product or service, then the supplier is required to submit a completed VPAT as part of their proposal for MSU’s review.
 - a. VPAT Version 2.5 or 2.5Rev should be used.
 - b. WCAG 2.2 Level AA should be included in the applicable standards/guidelines.
 - c. The report should be completed within the last two years to be considered current.
 - d. The report should include manual testing in the evaluation and methods.
- C. Reports prepared by third-party accessibility professionals are preferred over reports prepared internally by the supplier. Detailed explanations of the evaluation methods and of criteria remarks/explanations should be present in internally prepared reports. As part of MSU’s review of product accessibility, MSU may request access to a test or sample environment.

6. Assignment Duration

- A. The assignment is expected to commence in November 2026. Contract with the winning Supplier will be signed for an initial period of three (3) years with predictable pricing, service and support and with possible renewal options upon agreement of both parties. There will be an assessment of the first year’s implementation prior to proceeding with years 2 and 3.

7. Pricing

- A. Provide pricing for a three (3) year period including information on any discounts for implementing multi-year contracts. Therefore, MSU expects you to submit three (3) year locked Pricing. Options available are outlined in the pricing section of the RFP.

8. Payment Terms

- A. Invoice payment terms shall be NET 30 from date of receipt of invoice.
- B. Respondents are expected to confirm acceptance of the above payment terms. Confirmation needs to be stated on the pricing schedule page of your proposal. Failure to accept these payment terms may result in a respondent being deemed non-responsive.

9. Required Documents for RFP Submission

- A. Written response to proposed solution
- B. Completed Respondent Information Sheet with the 3 required experiences.
- C. Signed Pricing Proposal valid for 180days and confirming acceptance of payment terms (Schedule A)
- D. International Rate Card (Schedule B)
- E. Written response to the Statement of Work items, in the section above
- F. HECVAT, Full Version
- G. VPAT, preferred
 - a. Other 3rd Party Accessibility Evaluation, optional
- H. Master Service Agreement (if requesting redlines)

10. Travel (if Applicable)

- A. There is no expectation of travel, or travel costs to be born by the University for this project.

11. Invoicing

- A. The vendor should provide a monthly report of the number of messages/calls, rate charged for each message/call and provide the ability to have a breakdown of the number of messages/calls per DID or application.
- B. Invoice Billings
 - a. Each invoice is to be billed on a separate sheet of paper.
 - b. Each invoice must be billed within 30 days after the completion of the stated work.
 - c. All invoices are to be emailed or mailed to MSU Accounts Payable. Do not mail or email invoices to Administration Building or MSU Client, they will not be paid and will delay receipt of payment
 - d. If invoicing for reimbursement of travel expenses, receipts for actual travel costs shall be provided as supporting documentation along with the invoice
 - e. More information on MSU invoice submission requirements can be found at: [Departmental Invoice Submission | Procurement and Payment Systems | Michigan State University](#)
- C. Invoice Requirements
 - a. Every invoice must show
 - i. Company Name
 - ii. University Purchase Order Number
 - iii. Itemized/Breakdown of costs being invoiced

D. Payment

- a. Michigan State University would like to pay invoices via direct deposit after verification of the invoice in a timely manner.

PRICING (SCHEDULE A)

(attached)

To enable MSU to more accurately compare proposals, Respondents shall return a pricing proposal per the below. Failure to return a signed version of this form may result in a bidder being disqualified. In addition to this form, bidders are free to also include other pricing information they feel would be of interest to the University (i.e. options, pricing breakdown, etc.). Bidders may indicate a dollar value for each cost (including \$0 / no charge) or that cost is “included” in other costs.

Please use the excel sheet provided (attached) to break down any charges that would be related to the implementation of this service. The entire excel sheet is locked except for columns E (to add prices) and column F (to add any comments/notes, if applicable).

Assume that MSU will send between 750,000 and 1,000,000 SMS messages a month, split port (host) approximately 100 DIDs, utilize approximately 5000 minutes of API based calls per month and utilize approximately 1000 minutes of SIP based calls per month. Assume all of these are domestic, NANP numbers (production numbers will vary).

OUTBOUND INTERNATIONAL RATES (SCHEDULE B)

(attached)

Please use the excel workbook provided (attached) to enter rates for international destinations.

The pricing workbook consists of three worksheets titled International, Caribbean, and Mexico & Canada. Respondents shall enter their proposed rates for Landline and Mobile services for each country identified within the applicable worksheets. To maintain data integrity, all cells are locked except for the designated pricing fields in Columns C and D, where pricing must be entered.



MASTER SERVICE AGREEMENT (SCHEDULE C)

(attached)

Please refer to Section 8 of the RFP Instructions when reviewing the Master Services Agreement terms and conditions.