HENRY FORD COLLEGE
OFFICE OF THE PRESIDENT

BID AWARD

SUBJECT: New Admissions and Recruiting CRM Software Services

The Vice President of Marketing and Communications requests a contract with Enrollment Rx, LLC for their Salesforce-native Admissions and Recruiting Customer Relationship Management (CRM) Software and for associated implementation services, hosting services, support services and training. Enrollment Rx would replace Ellucian CRM Recruit, which the system we currently use for student applications to the College, admissions processing for degree and non-degree programs, the collection of transcripts and supporting documents, and direct communication with prospective students. The cost of Ellucian Recruit is expected to increase significantly when its contract expires at the end of FY27.

College teams have documented substantial gaps between Recruit, built on older versions of Microsoft Dynamics, and the functionality that current student and administrative needs require. Recruit falls short in many other essential functions, including offering no capability to address application fraud, which now accounts for more than half of all applications the College receives.

In 2024, the College entered into a nearly two-year consulting engagement with Ellucian to optimize the available functionality in its Recruit product. This engagement included staff from HFC's ITS department as well as Marketing and Communications / Admissions and Recruiting, to ensure that the appropriate expertise was at the table. This engagement did not succeed in optimizing Recruit, and instead revealed irremediable problems and deficiencies in the product.

In June 2026, the decision was made to find a suitable replacement for Ellucian Recruit when the current contract ends on June 30, 2027.

The College subsequently solicited proposals under Bid #24878. The financial responses appear below.

Vendor	Three-Year Cost
Technolutions	$75,000.00
EAB Global	$176,727.00
Concourse Tech	$202,500.00
Huron Consulting Services	$210,000.00
Enrollment Rx	$358,935.00
Liaison	$377,832.00

Element 451	$430,166.00
Human Capital Education	$449,970.00
SIS Global	$474,983.00
Lead Squared	$502,875.00
FSH Technologies	$504,000.00
VRP Consulting	$757,213.00
Frequency Foundry	$817,330.00
Cube84	$830,000.00
Servio Consulting	$885,687.00
Dark Consultancy	$1,395,000.00

Note: The Enrollment Rx bid was revised by +$22,200 due to a request by HFC to include transcript services. The original bid without transcript services was $336,735, which increased to $358,935. The ranking of this supplier to others who submitted bids remained unchanged.

After an initial review of the 16 RFP responses, many of the firms were eliminated due to prohibitive costs or other deal-breaking matters such as licensing issues or missing elements. The remaining responses were reviewed by a cross-divisional committee. After a thorough review and rating of the responses by the committee, four finalist suppliers were invited to demonstrate their product.

The finalists were:

- Element 451
- Enrollment Rx
- Liaison
- Technolutions

Proposal cost was not treated as a sole determinant of the finalists, because, in addition to product and services comparisons, several lower-priced proposals would have carried additional expense through required add-on modules or separately purchased implementation support.

All HFC teams directly affected by the CRM platform were invited to participate in the demos and rate the finalists. Teams included Admissions and Recruiting, Information Technology Services, Academic Advising, Enrollment Services, Registrar, Orientation, International Students, K-12 Relations, Middle College Trade School, Henry Ford II Honors Program, Nursing, Assessment, Institutional Research and Business Intelligence, Institutional Strategy, Purchasing, Detroit Promise, and the School of BEPD.

Enrollment Rx was the consensus recommendation to best meet the College's current and future needs. The recommendation is based on documented evaluation scores and qualitative review. It is consistent with the evaluation framework established in the RFP process and represents the best overall value based on the criteria provided to suppliers.

The Fiscal Year 2027 portion of the procurement/implementation will be funded by the Division of Marketing and Communications. Subsequent years will be funded by the allocation currently designated for CRM Recruit, as we will no longer need Recruit after June 30, 2027.

The proposed contract with Enrollment Rx is a three-year agreement, which will begin following legal review and approval of their contract, which is anticipated within the next four to six weeks. Here is a breakdown of the annual cash flows:

	Cost
Year 1	$187,045.00
Year 2	$85,945.00
Year 3	$85,945.00
TOTAL	$358,935.00

As an FYI, the most recent annual (7/1/25 – 6/30/26) cost of Ellucian Recruit was $81,014.00.

RECOMMENDATION:

The Vice President of Marketing and Communications recommends a contract award to Enrollment RX, LLC for a three-year agreement totaling $358,935.00 for the implementation, hosting, and support of an Enrollment Rx Admissions and Recruiting CRM System in accordance with Bid #24878.

Bradley Mitchell
Interim Vice President & CFO

David M. Knezek, Jr.
President

Board Report #4824
September 21, 2026

HENRY FORD COLLEGE
OFFICE OF THE PRESIDENT

CONTRACT AWARD

SUBJECT: Heavy-Duty Diesel and Transmission Training Equipment

The Dean of the School of Business, Entrepreneurship, and Professional Development (BEPD) requests a contract for the purchase of heavy-duty diesel and transmission training equipment. This is intended to enhance experiential learning opportunities by providing students with industry relevant training systems that simulate real world commercial vehicle and transmission maintenance environments. This equipment allows full visualization and learning without the requirements of having a complete vehicle in the classroom.

The equipment includes the following items:

- Cummins X15 Recycled Diesel Engine mounted on a steel stand with casters for mobility; this is especially built to meet all diesel engine performance and repair tasks.
- Air Disc Wheel End Training System mounted on a steel stand with casters for mobility; using shop air, the service and parking brakes can be applied, the brake system can be dismantled, adjusted, and the brakes can be measured.
- Cutaway Eaton Transmission mounted on a steel stand with casters for mobility; this has been designed for teaching Eaton brand transmission theory and operation.
- Cutaway Allison Transmission 3000 Series mounted on a steel stand with casters for mobility; this has been designed for teaching Allison brand transmission theory and operation.

The Dean of BEPD worked directly with Consulab to identify the most useful equipment for HFC students. The expected lifespan of the equipment is estimated to be seven to ten years with proper maintenance and routine servicing. During this period, the equipment is anticipated to support instructional, operational, and workforce training activities effectively.

Consulab Inc. is the sole manufacturer of these training aids, and they are only available directly from Consulab within the state of Michigan. The College requests Board approval for a sole source award.

The Gary Peters Workforce 360 Grant will supply 100% of the funds for this purchase.

RECOMMENDATION:

The College administration recommends a contract award totaling $179,819.00 to Consulab Inc. for Heavy-Duty Diesel and Transmission Training Equipment, as requested by the Dean of BEPD in accordance with Consulab Inc quote dated May 11, 2026.

Bradley Mitchell
Interim Vice President & CFO

David M. Knezek, Jr.

Board Report #4825
September 21, 2026

HENRY FORD COLLEGE
OFFICE OF THE PRESIDENT

CONTRACT AWARD

SUBJECT: Alquist 3D Concrete Print System

The Dean of the School of Business, Entrepreneurship, and Professional Development (BEPD) requests a contract for the purchase of an Alquist 3D Concrete Print Educational System with a full course curriculum. The 3D concrete print system will provide HFC students with a unique opportunity to learn cutting edge technology for what is quickly becoming the easiest and most cost-effective way to build concrete walls and structures. (The International Code Council (ICC) recently approved the first official standard for 3D Automated Construction Technology (ICC 1150).) Alquist uses this technology to expand and build structures, and they have developed this educational package to help the next generation of construction workers.

The educational package includes the following items:

- Alquist 3D Concrete Printer Package, which includes:
  - Robotic Arm with Smart Pad Controls
  - Control Box
  - Modular Pedestal
  - Extruder Kit
  - 6-1/2-foot Extension Arm
  - (1) 25-foot and (2) 50-foot 1.5” Concrete Hoses
- Alquist Curriculum Package with online training and workshop curriculum.
- Alquist Print Operator Package, which includes the hardware and software required to operate the print system and is configured for remote support.
- Shipping, installation, and on-site training in a “train the trainer” environment.

The Dean of BEPD worked directly with Alquist to identify the most useful equipment and program for HFC students. The equipment is anticipated to support instructional, operational, and workforce training activities effectively.

Alquist is the sole manufacturer of this system, and they are only available directly from Alquist. The College requests Board approval for a sole source award.

The Workforce Pell Grant will supply 100% of the funds for this purchase.

RECOMMENDATION:

The College administration recommends a contract award totaling $182,983.44 to Alquist for the Alquist Educational 3D Concrete Print System, as requested by the Dean of BEPD in accordance with Alquist quote dated August 19, 2026.

Bradley Mitchell
Interim Vice President & CFO

David M. Knezek, Jr.

Board Report #4826
September 21, 2026

HENRY FORD COLLEGE
BOARD REPORT

SUBJECT: Local Strategic Value Resolution

Historically, the state legislature has appropriated funds to community colleges intended to support the general operations of the College. These appropriations have been based on a formula that includes certain performance measures reflecting "local strategic value," which highlights the College's contributions to regional business and industry in the College's service region. This measure has been further defined to include three specific sub-categories: economic development and business or industry partnerships; educational partnerships; and community services.

For each sub-category, the legislation lists five relevant best practices. For example, best practices within the sub-category of economic development and business or industry partnerships include active partnerships with local employers and customized on-site training for area companies. Best practices in the educational partnerships sub-category include active partnerships with regional high schools and programs to promote the successful transition to college for traditional age students and for reentering adult students. The community services sub-category includes best practices such as continuing education programs for personal enrichment and professional development as well as community theater, musical ensembles, art galleries, and radio stations.

To receive funding under the local strategic value category, community colleges must confirm they meet four of the five best practices listed for each sub-category. The wide range of educational programs and business and industry partnerships at Henry Ford College ensure that HFC readily meets the best practices criteria.

The legislation further requires that the Board of Trustees approve a resolution certifying that the College meets the requirements of local strategic value and submits the resolution to the state budget director by October 15, 2026.

For fiscal year 2026-2027, legislation to finalize the budget passed on July 3, 2026. The Legislature formally approved an overall increase in funding for Michigan Community colleges of 0.7% over FY2026. The budget includes 14.6 million in one-time operations funding to be distributed through the existing performance formula. The projected changes from FY26 appropriations for individual community colleges would range from -0.3% to +2%. The formula allocates 30% for Sustainability, 10% for Performance Improvement, 10% for Performance Completion Number, 30% for Contact Hours, 5% for administration, and 5% for Local Strategic Value. Additional information pertaining to HFC's State appropriation of funds will be provided to the Board of Trustees.

RECOMMENDATION OF ADMINISTRATION:

That the Board of Trustees adopt the Local Strategic Value Resolution as documented within the Community Colleges Local Strategic Value Template.

Bradley Mitchell
Vice President, Financial Services

David M. Knezek, Jr.
President

September 21, 2026 HFC Board Report

SUPPLEMENT

ACTION ITEMS

BOARD-ADMINISTRATIVE SERVICES

Appointment of Director of Communications
Mr. Mike Esseily

Background Information: The position of Director of Communications was created by the retirement of David Mustonen. The Superintendent of Schools is prepared to recommend a candidate as Director of Communications at this time.

Recommended Action: Move that Matthew Barnhart be appointed to Director of Communications at Grade 3, Step 12, of the Dearborn Schools Exempt Administrators' Salary Schedule, 260 Days, effective September 22, 2026.

MOVED BY: _____ SUPPORTED BY: _____