Request for Proposal

For: New Jersey Department of Corrections Custody Recruitment Customer Relationship Manager

Event	Date	Time
Questions and/or Request for Clarification Due Date	3/31/2025	5:00 PM
Answers and/Clarifications	4/14/2025	5:00 PM
Mandatory/Optional Site Visit	N/A	TBA
Proposal Submission Date **REVISED DATE**	~~4/28/2025~~ **5/14/2025**	2:00 PM

Dates are subject to change. All changes will be reflected in Addenda to the Request for Proposal (RFP) posted on the NJDOC of Corrections website.
https://njdoc.gov/pages/grants.html

RFP Issued By:

State of New Jersey
Department of Corrections/Recruitment Unit
PO Box 863
Trenton, New Jersey 08625

Date: 03/14/2025

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1   Purpose and Intent

The New Jersey NJDOC of Corrections (NJDOC) is seeking a Customer Relationship Manager (CRM) software that can provide external expertise to assist in managing potential applicants, streamline communication with the recruiter, schedule appointments, reminders and provide a secure and encrypted communication platform, documents all contacts and interactions.

2.   Background

The NJDOC is responsible for the operations and management of correctional facilities in the State of New Jersey. The NJDOC operates nine (9) correctional facilities comprised of eight (8) male facilities and one (1) female facility. The NJDOC's correctional facilities and thirteen Residential Community Reintegration Programs house a combined total of approximately 13,000 incarcerated persons in minimum, medium, and maximum-security levels. Locations of the NJDOC facilities can be found at https://www.nj.gov/corrections/pages/index.shtml

Staff shortages among correctional agencies are an ongoing national trend. The NJDOC is currently experiencing a significant shortage of Correctional Police Officers (CPO). In response, the NJDOC recently launched a multifaceted recruitment campaign that attracted a considerable pool of individuals interested in becoming a CPO. To accommodate the increased volume of interest, the NJDOC is seeking a CRM to maintain a centralized tracking system of applicants and their progress through the hiring process, automate and simplify engagement with prospective candidates, and transition from a passive to proactive recruitment process. The software solution should also prioritize an online application process with user-friendly interface, robust reporting, and analytics.

NJDOC intends to utilize a software solution to better track applicants through the entire hiring process, from the pre-employment process to the submission of an application, the approval process, which includes, but is not limited to, background checks, fitness qualifications, and medical screening. The software solution must enable frequent and robust communication with prospective candidates and applicants throughout this lengthy and complex process, ensuring prompt and efficient interactions.

Centralizing and streamlining the application process from start to finish interactions within a dedicated platform will enable the NJDOC to manage and track an applicant's process and provide effective communication, ensuring a smooth and convenient process. A CRM will allow the NJDOC to retain more applicants by providing more support to candidates and improving the overall process.

3.   Scope of Work

A. The Vendor(s) {Contractor(s)} shall provide a software solution that will provide the NJDOC with a ***Candidate Tracking and Communications Dashboard that includes:***

1. Developing a comprehensive candidate tracking and communications dashboard within the software solution, accessible by multiple users;
2. Provide a user-friendly interface that facilitates tracking of candidate progress through various stages of the recruitment process, from application to hiring decision;
3. Include candidate progress notes;
4. Record candidate progress at individual phases of recruitment including completion of physical fitness assessment and background checks;
5. Recommend personalized and actionable insights;
6. Provide candidate segmentation, targeting, and scoring metrics for perspective candidates;
7. Enable application flagging for lead scoring, disqualification alerts, and priority tracking;
8. The dashboard should facilitate personalized engagement with prospective candidates, enabling efficient and prompt interactions;
9. Include features such as message templates and real-time recruiter notifications to enhance communication efficiency;
10. Complete candidate profiles with historical data and preferences;
11. Notes, tasks, and follow-up reminders for recruiters;
12. Ensure mobile responsiveness and compliance with accessibility standards;
13. Implement audit trails to track job posting modifications and approvals;
14. Implement applicant lead scoring based on experience, qualifications, and engagement level;
15. Automate applicant segmentation (e.g., "high potential," "needs review," "disqualified") for efficient prioritization;
16. Provide real-time lead dashboards to track applicant engagement trends;
17. Enable automated email and Short Message Service (SMS) campaigns for applicant engagement and re-engagement;
18. Implement retargeting strategies for applicants who started but did not complete their applications;
19. Provide campaign performance tracking and analytics to optimize future recruitment efforts and
20. Leverage Artificial Intelligence (AI)-driven predictive lead scoring to enhance applicant ranking.

B. The Vendor(s) {Contractor(s)} shall provide a software solution that will provide the NJDOC with an ***Online Candidate Dashboard, Application Process and Automated Pre-Screening Feature that includes:***

1. The establishment of a candidate dashboard that enable the candidates to view progress and NJDOC communications throughout the hiring process;
2. The software shall integrate with the NJDOCs existing recruitment webpage;

3. Provide for an online application portal;
4. Provide for the secure and encrypted uploading of documents by candidates;
5. Implement an automated pre-screening system within the software including customizable questionnaires to assess candidates' suitability for the role;
6. Enable the system to evaluate candidates based relevant criteria and qualifications;
7. Implement progressive form submission, allowing applicants to save and resume their applications;
8. Enable real-time applicant notifications via email and SMS regarding application status changes;
9. Provide dashboard views for applicants to track progress across multiple applications;
10. Seamlessly integrate the pre-screening process with the overall recruitment workflow and
11. Provide mobile friendly access.

C. The Vendor(s) {Contractor(s)} shall provide a software solution that will provide the NJDOC with an *Instantaneous Connection with Recruiters and Automated Functions for the Hiring Process that includes*

1. Integrate features that enable immediate connection between candidates and recruiters,
2. Provide functionality for phone calls, text messaging, email or other instant communication methods within the software platform,
3. Enable recruiters to initiate contact with candidates directly from the system, fostering quick and efficient communication,
4. Develop a calendar-based scheduling system to manage interview slots and applicant availability,
5. Allow applicants to select, reschedule, or cancel interview appointments based on available slots,
6. Enable automated notifications and reminders for scheduled events,
7. Provide self-service scheduling tools for Human Resources (HR) teams to manage interview time slots,
8. Track applicant attendance at scheduled events for reporting and follow-up actions and
9. Support bulk appointment slot creation, updates, and cancellations as needed.

D. The Vendor(s) {Contractor(s)} shall provide a software solution that will provide the NJDOC with a *Group/Bulk Messaging and Event Management that includes*

1. Developing a group/bulk messaging feature within the software solution;
2. Enable recruiters to communicate with multiple candidates simultaneously, facilitating effective group interactions;
3. Incorporate event scheduling and RSVP functionality to manage recruitment and hiring events seamlessly;

4. Include email list management, campaign creation and scheduling, email automation workflows, A/B testing, deliverability optimization, and email analytics reporting and
5. Provide the ability to launch forms on the NJDOC's website and social media platforms for event registration and information collection.

E. The Vendor(s) {Contractor(s)} shall provide a software solution that will provide the NJDOC with an *Administrative Functions and Analytics that includes:*
1. Comprehensive administrative functions to manage user access, permissions, and system configuration;
2. Develop analytics capabilities to track performance and measure the effectiveness of recruitment strategies;
3. Provide detailed reports on metrics such as applicant engagement, conversion rates, and targeted campaign success;
4. Enable data-driven decision-making by offering insights and visualizations to support recruitment planning and optimization;
5. Include analytics and performance metrics for recruiters;
6. Offer robust reporting capabilities to track recruitment metrics, including time-to-hire, applicant sources, and demographic data and
7. Generate customizable reports and dashboards for management to analyze recruitment performance, trends, analysis of candidate success/failure rate at various stages of hiring.

3.1 ADDITIONAL REQUIREMENTS
The Vendor(s) {Contractor(s)} shall provide a software solution that will provide the NJDOC with the following

A. *Cyber Security Requirements*:

1. The awarded vendor shall, at a minimum, comply with all applicable security-related federal, state, and local laws;
2. Scan uploaded files for malware using industry-leading security solutions;
3. Data collected and displayed by the vendor shall be stored in a secure, password protected database;
4. Implement a structured document management system to store and organize applicant uploads securely;
5. All data collected and data transferred shall be encrypted and secured from unauthorized access;
6. The software must support Hypertext Transfer Protocol Secure (HTTPS) encryption for both cloud-based and on-premise environments for any actions that require a web browser connection;
7. Multiple users shall be able to access the system simultaneously and must support various levels of security and administrator capabilities;
8. All data provided shall remain confidential and not shared, duplicated or used in anyway without permission from the NJDOC;
9. Implement Role-Based Access Control (RBAC) with Multi-Factor Authentication (MFA) for secure system access;

10. Contingency plan – The vendor shall provide a contingency plan for automatic recovery and support in the event of system failure and
11. All candidate data remains the property of the NJDOC with the ability to download and archive candidate information.

B. Support and Training

1. Provide comprehensive training for staff and managers on using the CRM effectively;
2. Offer ongoing technical support and troubleshooting assistance to address any issues that may arise during system operation and
3. Ensure that ongoing support services are available for technical issues, upgrades, and platform maintenance as needed.

C. Additional Objectives

1. Reduce human error and manual workload associated with data collection, communication, and applicant tracking;
2. Implement advanced data analytics and tracking for Attorney General reporting requirements and
3. Streamline administrative processes to focus more resources on evaluation, mentoring, and hiring.

4.   Submission of Proposal

In order to be considered for award the proposal Vendor(s) {Contractor(s)} must submit all required documentation throughout the RFP to COHQ.Procurement@doc.nj.gov no later than ~~Monday April 28, 2025 by 2:00 PM~~ **Wednesday May 14, 2025** with a subject line **"Customer Relationship Manager".**

Proposals may also be submitted via parcel mail and must be postmarked by the ~~Friday April 28, 2025~~ Wednesday May 14, 2025 deadline. They can be sent to:

New Jersey Dept. of Corrections,
Office of Financial Management;
Bureau of Procurement & Contract Management
Attn/ Katrice Scott-Leonard
Central Office Headquarters
Admin Bldg. Rm 213
1400 Stuyvesant Ave
Trenton, NJ 08625

ANY PROPOSALS NOT RECEIVED ON TIME WILL BE REJECTED.

3.   Pricing

Vendor(s) {Contractor(s)} shall submit a detailed description and price in their proposal including, but not limited to, the total cost and *dates to which prices are firm.*

4.   Review

Proposals will be evaluated and ranked based upon the qualifications of the Vendor(s) {Contractor(s)}, experience, capability/capacity to provide services and overall cost effectiveness. Failure to submit a proposal containing all elements specified in the RFP will negatively affect the review of the proposal.

5.   Questions and/or Requests for Clarification

Questions and/or requests for clarification must be submitted to: COHQ.Procurement@doc.nj.gov *No later than Monday March 31, 2025 by 5:00 PM*, with a subject line **"Customer Relationship Manager"**

Questions cannot be answered by telephone.

If it becomes necessary to clarify or revise this RFP, such clarification or revision will be by addendum. Any addendum will become part of any awarded as a result of this RFP.

All RFP addenda will be posted on the NJDOC website. There are no designated dates for release of addenda. Therefore, interested Vendor(s) {Contractor(s)} should check the DOC website daily from the time of the RFP issuance through the proposal submission deadline. It is the sole responsibility of the Vendor(s) {Contractor(s)} to be knowledgeable of all addenda related to this procurement.

6.   State Registration/Documentation Requirements

If your company is not a New Jersey registered vendor or currently hold a New Jersey State contract adhere to the following:

The State of New Jersey requires all vendors to register through the NJSTART portal. Click the following NJSTART link to register, update or review the vendor profile

njstart@treas.nj.gov or call (609) 341-3500 Monday to Friday between 8:30am to 4:30pm.

The following documents must be completed, signed where indicated and submitted prior to award of purchase order:

- State of New Jersey Standard Term and Conditions Delegated Purchasing Authority
- Ownership Disclosure Form
- Disclosure of Investigations and other Actions Involving Vendor
- Disclosure of Investment Activities in Iran Form

- Two-Year Chapter 51/Executive Order 117 Vendor Certification and Disclosure of Political Contributions
- Chapter 271 Vendor Certification and Political Disclosure Form
- MacBride Principals Form
- Proof of Business Registration
- Certificate of insurance/ ACORD
- Source Disclosure Form
- Russian Belarus
- Affirmative Action/ Equal Employment Opportunity Compliance Information Report (AA 302)

All of the above forms can be completed & submitted/uploaded through the NJSTART vendor portal

- Affirmative Action & Equal Employment Opportunity Compliance (AA/EEOC-AA-302)

The New Jersey Department of Treasury, Division of Purchase and Property's (DPP) Contract Compliance and Audit Unit (CCAU) is excited to announce that the AA/EEOC Employee Information Report can now be submitted electronically. Electronic payments (credit card and echeck) for the $150 certificate fee can also be completed at https://www.state.nj.us/treasury/contract_compliance/. These new online features will help expedite the process. For any vendor who is unable to file electronically, a hard copy of the form is still available online, and checks may also be mailed to CCAU. Once a vendor completes the online process and the payment is approved, they will receive an email providing instructions on how to print their AA/EEOC Employee Information Report Certificate. *Vendors are encouraged to utilize the online process whenever possible. The new electronic filing and payment options are posted online.*

- Business Registration Certification (BRC)

Businesses must be registered with the Division of Revenue, of the Department of Treasury. The NJ-REG process allows all businesses to register for all taxes and related liabilities to which a new business may be subject. Business registration forms and instructions are available at:

https://www.state.nj.us/treasury/revenue/busregcert.shtml