

October 19, 2023

24-052

AUTHORIZATION TO CONTRACT FOR CUSTOMIZED
PROGRAM EVALUATION SOFTWARE AND SERVICES
WITH GRAY ASSOCIATES

PREPARED BY: Michael Mathews, Director, Procurement & Contracting

FINANCIAL
RESPONSIBILITY: Dr. Katy Ho, Vice President Academic Affairs

APPROVED BY: Dr. Adrien L. Bennings, President

STRATEGIC THEME: Belonging: Transform our learning culture toward creating a sense of belonging and well-being for every student; Delivery: Redefine time, place, and systems of educational delivery to create a more learner-centric ecosystem; Workforce: Respond to community and workforce needs by developing a culture of agility; Enterprise: Cultivate a long-term sustainable college enterprise

REPORT: The college needs to contract with Gray Associates for customized data-informed academic program evaluation and management. These services are critical to supporting the success of our students by turning academic program data into actionable insights that drive transformation and keep critical resources focused on educational priorities. Gray Associates and their software provide value-based demand for academic programs in our markets, including over 50 metrics on student demand, employment opportunities, competition, and degree fit. The software also will analyze the revenue, cost, and margins of our academic programs and courses. Data on faculty workloads and academic performance is also provided.

Pursuant to the College Public Contracting Rule CCR-212, the College may enter into a contract without further competition for Proprietary Software.

Currently, no firms registered with Oregon COBID provide this custom program evaluation software.

RECOMMENDATION: The Portland Community College Board of Directors authorizes the College to enter into a contract for four additional years for a total cost of \$407,376.00.