



## **Board of Governors Special Meeting**

<https://us02web.zoom.us/j/82016249000>

**Wednesday, 1/17/2024**

**3:00 - 5:00 PM CT**

**I. Roll Call Presented By: Governor Lynn Parman**

**II. Financial Presented By: Matt Morris, Vice President for Administration and Finance**

**A. Approval of Procurement Activity Report**

*II.A. Approval of Procurement Activity Report - Page 2*

**III. Resolution Authorizing Closed Meeting, Pursuant to the revised statute of the state of Missouri  
610.021**

*III. Closed Special Meeting Resolution - Page 5*

*III.A. Presidential Search Update - Page 6*

**IV. Adjournment Presented By: Governor Lynn Parman**

II.A.

MISSOURI STATE UNIVERSITY

BOARD RESOLUTION

PURCHASING ACTIVITY REPORT NO. 529-24  
Approval of Procurement Activity Report

**BE IT RESOLVED** by the Board of Governors for Missouri State University that the attached Activity Report for all reportable actions since the last Board of Governors' meeting, as presented by the Office of Procurement Services, be approved.

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Lynn Parman  
Board Chair

Passed at meeting of  
January 17, 2024

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Rowena Stone  
Secretary to the Board

**COMMENTS:**

Recommend the attached report summarizing all reportable Office of Procurement Services activity from November 8, 2023 through January 12, 2024 be approved.

**ACTIVITY REPORT  
MISSOURI STATE UNIVERSITY  
OFFICE OF PROCUREMENT SERVICES**

**FOR APPROVAL**

**Contract for the purchase of goods and services estimated > \$250,000 that was competitively bid**

**Recruitment Platform Software Maintenance/Support Services  
Office of the Executive Vice President**

**Revenue**

ReUp Education has been selected for the Recruitment Platform for a core business administrative software suite. The company provides a unique re-entry service that combines University technology, data, and people to help guide students back to school, and ultimately towards earning their degree, or completing a needed credential.

A proprietary approach is utilized by ReUp Education to engage students through:

- Predictive analytics based on a 500k+ student database to determine likelihood of engaging, re-enrolling, retaining, as well as impact
- Personalized omni-channel marketing outreach
- Specialized success coaches who help guide students through key points throughout the lifecycle
- Use of data driven personas and personalized support plans (patented solution)

A proposal was issued, and two contractor responses were received. The University requests approval to commit to a three-year contract with two optional one-year renewals.

Based on commission, the contract provides that for the first three years the University shall pay a fee equal to 35% of net tuition revenue for each semester for each student ReUp has successfully recruited. The University fee will be 25% of net tuition revenue for each optional one-year renewal.

Initial contract term is estimated to begin from the date of contract award, and ReUp is to invoice the University every semester.

November 8, 2023 through January 12, 2024

**ACTIVITY REPORT  
PAGE TWO**

<b>Three -Year Cost Analysis for the Recruitment Platform Contract</b>	
<b>Description</b>	<b>Three - Year Total</b>
Total Recaptured Tuition	\$5,273,100
Total ReUp Cost (35% Tuition Revenue Share)	\$1,845,585
<b>Estimated Gross Revenue Generated (65% Tuition Revenue)</b>	<b>\$3,427,515</b>
<b>Each Optional One-Year Renewal</b>	
<b>Description</b>	<b>Annual Total</b>
Total Recaptured Tuition	\$1,757,700
Total ReUp Cost for Renewal (25% Tuition Revenue Share)	\$ 439,425
<b>Estimated Gross Revenue Generated (75% Tuition Revenue)</b>	<b>\$1,318,275</b>

**Note: Funding to be Revenue.**

III.

RECOMMENDED ACTION - Resolution authorizing closed meeting

BE IT RESOLVED by the Board of Governors for the Missouri State University that a closed meeting, with closed records and closed vote, be held during a recess of this special meeting of the Board of Governors to consider items pursuant to the [revised statute of the State of Missouri 610.021](#):

R.S.Mo. 610.021(3). “Hiring, firing, disciplining or promoting of particular employees by a public governmental body...”

R.S.Mo. 610.021(17). “Confidential or privileged communications between a public governmental body and its auditor,...”

III.A.

### **Presidential Search Update**

Governor Lynn Parman will provide an update on the Presidential Search.