



Nicole Bouknight Johnson
Vice President for Advancement and Communications
Hudson County Community College
162-168 Sip Ave., 2nd Floor
Jersey City, New Jersey

RE: Request for Proposals

Dear Sir or Madam:

The Hudson County Community College Foundation seeks to actively manage its financial resources as we build an endowment for our future. We seek proposals from qualified, experienced, and financially sound companies to provide comprehensive investment and endowment management services. In selecting a financial institution, the Hudson County Community College Foundation's primary goals are to partner with a financial institution that demonstrates quality and responsiveness in its customer service and can provide the local decision-making authority required to manage Hudson County Community College Foundation's needs as they arise. We invite your company to submit a proposal to us by August 1, 2022, for consideration. A description of our organization, the services required, and other pertinent information follows.

Background of the Hudson County Community College Foundation

The Hudson County Community College Foundation is a 501(c)(3) corporation that serves as the Foundation extension of Hudson County Community College, a 501(c)(6) higher education institution based out of Jersey City, NJ.

Established in 1997 the HCCC Foundation works diligently to find and generate the funding that provides scholarships for students, seed money for new and innovative programs, stipends for faculty development, capital to assist the College in its physical expansion, and resources to address basic needs and insecurities of our HCCC community members and students beyond the classroom.

The Foundation's annual revenues are between \$500,000-\$700,000. The Foundation is a 3-person office led by the Vice President for Advancement and Communications of the College who essentially serves as the Executive Director of the Foundation. The Foundation is supported by a large volunteer Board of Directors.



General Requirements

Proposals that do not meet the following minimum requirements, or that do not comply with the specifications or material terms and conditions of this RFP (Request for Proposals) may be considered non-responsive and rejected.

Companies must have investment management experience with continuous performance for the last ten (10) years, with a minimum of \$1 billion in assets under management during that period.

We discourage overly lengthy and costly proposals and instead request that proposals be prepared straightforwardly and concisely that are free of jargon.

Proposals must be realistic and must represent the best estimate of time, materials and other costs, including the impact of inflation and any economic or other factors that are reasonably predictable.

Scope of Services

The Hudson County Community College Foundation is seeking the services of a financial institution to oversee and execute the selection, monitoring, and evaluation of its investment programs and investment managers. By this RFP (Request for Proposals), the Foundation requests proposals for investment management services for its Endowment Portfolio. The Foundation recently approved an investment and endowment policy and is working towards converting CDs (Certificates of Deposit) into liquid assets to establish an endowment that is currently valued at approximately \$1,000,000.

The Foundation realizes that obtaining the best investment return with the least amount of risk requires extensive expertise due to today's complex markets and timing. Therefore, the Foundation seeks services that include but are not limited to the following:

1. **Investment Policy and Procedures** – reviewing investment-related policies and procedures and making appropriate recommendations for changes.
2. **Portfolio Analysis** – reviewing asset allocations and structures and making recommendations for appropriate changes.
3. **Investment Allocation** – recommend investments, investment allocations schedule, and spending rate, in compliance with HCCC's investment and endowment policies.
4. **Reporting** – provide monthly flash reports and quarterly performance reports, including but not limited to, performance data and analysis for the total fund, individual asset classes; detailed analysis, including return attribution analysis, portfolio characteristics, style and risk analysis, peer universe comparisons; and holdings analysis relative to benchmarks.



5. **Manager Research and Analysis** – to manage the selection, retention, and dismissal of investment managers, performing the necessary due diligence and providing summary reporting.
6. **Research** – to perform the necessary due diligence on investment markets to ensure optimal performance, including monitoring, rebalancing and reporting.
7. **Training, Development, and Reporting** – to provide an annual introduction to endowment management for new Board and/or Committee members as well as quarterly reporting to Finance Committee in person, if requested.

Information to Include in Your Proposal

1. Qualifications and Experience

- A. Provide a general overview and brief history of your institution.
- B. Provide the address of the office location(s) that will service the account.
- C. Describe the experience of your institution in providing similar services for other similar organizations, and emerging/developing Foundations.
- D. Discuss your institution's current capital structure, adequacy, and coverage. If applicable, provide the institution's risk-based capital classification (Well Capitalized, Adequately Capitalized, Under Capitalized, or Significantly Undercapitalized).
- F. Provide the institution's Community Reinvestment Act (CRA) rating, if applicable.

2. Personnel

- A. Provide the name, title, address, phone number, fax number, and email address of the primary contact person(s) assigned to this account.
- B. Describe your institution's policy on changing the primary contact person on an account.
- C. Name the individuals who will work with the Foundation on a day-to-day basis.
Information should include:
 - i. Biographical information
 - ii. Experience working with other similar organizations
 - iii. Proposed role concerning the Foundation's account
 - iv. Number of years of experience in this field
 - v. Number of years with your institution
 - vi. Level of local decision-making authority these individuals have to handle emergency needs of the organization as they arise.
- D. Specify whether a customer service representative or a customer service department is assigned to handle day-to-day transactions for the Foundation. If so:
 - i. Describe the responsibilities of the customer service personnel, including the chain of command for problem resolutions.
 - ii. Specify whether local customer service support is available at a local office.



- iii. Provide the hours of operation of each customer service unit involved in supporting the proposed services.
- iv. Discuss how you would propose to resolve an error if discovered by the organization, (i.e. who should the organization contact first, etc.).
- E. Specify whether the institution will provide a dedicated IT liaison(s) to work on set-up, file transfer, testing and troubleshooting/issue resolution. Provide the hours that technical support services are available (specify time zones).
- F. Share the firm's written policy commitment to diversity, equity, and inclusion.

3. Endowment and Investment Management Services and Proposed Fees

- A. Describe firm's overall investment philosophy and provide model portfolios for different styles of investors, including a nonprofit.
- B. Describe the process, if the respondent has helped draft or modify an investment policy for a nonprofit.
- C. Describe firm's/respondent's investment selection process.
- D. Describe firm's process for manager monitoring and manager replacement.
- E. Describe firm's process for monitoring the performance of a client's account(s), including as related to client's goals, objectives and investment policy.
- F. Considering the Foundation's endowed pool, what type of investment(s) would respondent suggest – mutual funds, individual equities, bonds, a combination of investment types, etc.
- G. If available, provide a representative portfolio for a client with similar characteristics.
- H. Describe the firm's sell discipline as it relates to equities.
- I. Does the firm comply with the reporting standards of the Association of Investment Management and Research?

4. Emerging Endowment Supports

- A. Describe firm's ability to "hold our hands" as we work to strengthen engagement with our donors.
- B. Detail ability to produce annual/quarterly reporting on endowed accounts.
- C. Describe firm's ability and willingness to stand-up collateral materials and provide educational opportunities for our board, staff and donors to aid us in building a culture of philanthropy.
- D. Share the planned giving services and educational resources that you can provide us.
- E. Detail any planned giving expertise that will be provided for us as we seek to engage donors with these interests and capabilities.
- F. Provide insight into the firm's previous experience with similar organizations such as small nonprofits, community colleges, and emerging endowments.
- G. Lead a financial seminar for our donors with a focus on endowments and endowed funds.



Responses

Responses should include only the information requested and no other marketing materials. Responses should be sent as a PDF by August 1, 2022 to foundation@hccc.edu and as a hard copy to the Foundation's address:

**162-168 Sip Ave.
2nd Floor
Jersey City, NJ 07306**

To ensure that RFP (Request for Proposals) documentation and subsequent information (modifications, clarifications, addendum, written questions & answers, etc.) is directed to the appropriate persons within your financial institution, please provide the following information:

- Name of primary contact
- The mailing address of the primary contact
- Telephone number of primary contact
- E-mail address of primary contact
- Additional contact persons with the same information requested of the primary contact above

Evaluation and Award Criteria

The Foundation reserves the right to: conduct interviews (in person or virtual) of proposers whom it is interested in, reject all proposals, and negotiate the terms of any proposal.

A preliminary evaluation will be conducted to identify the financial institutions deemed fully qualified and best suited among those submitting proposals based on the evaluation factors listed below (not in priority order):

Criteria

Operational Requirements

- Understanding the needs and operational requirements of the Organization
- Financial institution and branch locations
- Scope of services offered, including the degree of automation

Experience

- Experience, resources, and qualifications of the financial institution and individuals assigned to this account
- Relevant experience managing similar account relationships with not-for-profit organizations



- Quality and responsiveness of customer service, including identified relationship manager
- Local decision-making authority to handle emergency needs
- Support of and involvement in the local community

Financial Strength

- The financial strength of proposing institution
- Adequacy of financial controls and protection against loss

Transition

- Quality and scope of implementation/conversion plan
- Value of any new product or service suggestions or other new ideas and enhancements
- Compliance with the requirements of this RFP (Request for Proposals) and the quality of the proposal

Fees

- Proposed fees, compensation and other quantitative measures (although fees and compensation will be an important factor in the evaluation of proposals, the Organization is not required to choose the lowest cost proposer)

From this preliminary evaluation, the Organization will establish a short list of prospective proposers that may be invited to make an oral presentation.

Sincerely,

A handwritten signature in blue ink, appearing to read "Nicole Bouknight Johnson".

Nicole Bouknight Johnson