

Vendor Selection Scorecard

This Vendor Selection Scorecard is intended to help members conduct an objective evaluation of a short list of potential vendor candidates and quickly visualize how they compare to each other. The tool focuses on a collection of key attributes that our research found to be closely connected with client satisfaction. It is designed to be used during vendor or task force meetings, or after the fact to review institutional priorities against proposed contract terms. The scorecard can also be used in the early stages of vendor consideration to help determine your online infrastructure needs or to prime a list of questions for courting vendors (for example, in the RFP process).

Not included below are those basic attributes that are common amongst nearly all full-service online support vendors (e.g., ability to conduct market demand analysis, CRM for marketing/recruiting management), since most vendors do not provide meaningfully different service levels in those areas. If your institution has a specific need not included below, we encourage you to use the “Custom” rows to add additional components for vendor comparison.

	Vendor 1	Vendor 2	Vendor 3
Online Offerings Supported			
Supports online offerings in the specific academic disciplines your institution/department wants			
Supports online offerings at the degree level (e.g., B.A., M.A., M.Ed.) your institution/department wants			
Supports hybrid programs			
Supports asynchronous courses			
Supports synchronous courses			
Custom:			
Custom:			
Vendor Service Level			
Willing to enable individual courses or certificate courses not part of a degree program, if desired on your campus			
Willing to provide pre-contract on-site demonstration for faculty and staff			
Can field a service team dedicated solely to your			

campus			
Willing to field a “co-located” design and/or marketing team on your campus			
Clear day-to-day vendor point of contact			
On-site design training for faculty			
24/7 tech support for faculty, staff, and students			
Explicit service level agreement (including enforcement mechanisms)			
Custom:			
Custom:			
Capabilities			
Willing to work with your existing LMS (if applicable)			
Vendor’s proprietary LMS meets faculty approval (if applicable)			
Periodic market scans for new program opportunities are an included service			
Has sophisticated student retention services (e.g., LMS-based risk scoring, triggered mentor interventions)			
On-site lecture recording capability			
Custom:			
Custom:			
Relevant Experience			
Experience supporting other online programs in your academic field			
Experience supporting other online programs of a similar size and market			

Experience supporting online programs at similar institutions			
Experience supporting online programs at other institutions in the region			
Custom:			
Custom:			
Contract Length			
Contract length (include actual numbers if available)			
Appropriate (and non-punitive) exit opportunities are possible in long-term contracts			
Custom:			
Custom:			
Payment Model			
Revenue split or fee arrangement (include actual numbers if available)			
Revenue split or fees become more favorable to institution as time passes or enrollment grows			
Option to change payments mid-contract in response to institution eventually pulling service components in-house			
Custom:			
Custom:			

Members may also wish to use a simpler scorecard, weighted towards institutional priorities. Such a rubric can be used during vendor evaluation, or included in an RFP to encourage vendors to match your institutional priorities. We have included an example below.

Criteria¹	Maximum Score
Services Provided	40
Implementation Plan	20
Relevant Peer and Disciplinary Experience	15
Fees / Revenue Split	15
Custom	10

¹ Each criterion should be accompanied by an explanation of how your institution's evaluating body will score vendors. For example, Fees / Revenue Split may be a relative score based on how close each vendor bid is to the best bid.