



Wheeling Jesuit University Request for Market Research Proposal

Overview

Wheeling Jesuit University is soliciting the proposals of select market research firms specializing in higher education to conduct primary and secondary research in helping the institution to cost-effectively develop a distinct and authentic value proposition that reflects the strength of its undergraduate and graduate programs that appeals to prospective students.

Scope of Work

To that end, the assignment consists of two elements:

Competitive landscape analysis – Evaluate the key messaging, including any tagline, themes and boilerplate descriptions, of five to eight of the University’s peer institutions. Identify overlapping messages, key elements of individual value propositions (e.g., intimate learning environment, quality of dormitories) and potential white space opportunities for the institutions as a whole, but also their undergraduate and graduate programs. The findings of the analysis will need to be presented to either the University’s Board of Trustees and/or a dedicated working group.

Message testing and awareness measurement – Based in part on the findings of the competitive landscape analysis, the University will develop key messages for testing among:

- prospective four-year college students
- graduate students living within an appropriate geographic proximity to Wheeling Jesuit.

In addition, the research instrument should gauge awareness of the University in relationship to the aforementioned peer institutions, along with key considerations in their choice of a four-year and graduate college. Again, the research will need to be presented to either the University’s Board of Trustees and/or a dedicated working group.

Proposal Requirements

Individual proposals should be written in Word format and will need to illustrate the following:

- Precise methodology, timeline and budget required to accomplish both phases of the research
 - Relevant experience executing analogous assignments, ideally with private, four-year liberal arts colleges with graduate programs
 - Descriptions and biographies of the dedicated account team members and their relevant experience
 - Five client references and their individual contact information

Wheeling Jesuit University

Founded in 1954, Wheeling Jesuit University is the youngest of 28 Jesuit universities in the United States. From the very first day, Wheeling Jesuit University opened its doors to both men and women and actively recruited promising students from educationally disadvantaged communities throughout West Virginia. It remains the only Catholic postsecondary institution in West Virginia.

Wheeling Jesuit University is defined by a 450 year Jesuit educational tradition of academic excellence, service to others and the desire to educate the whole person.

Last year, Wheeling Jesuit attracted more than 1,631 students, from 26 states and more than 25 countries. The student/faculty ratio is 15:1 and Wheeling Jesuit offers more than 40 programs of study and supports 20 NCAA Division II athletic teams.

Located in the northern panhandle of West Virginia on the Ohio River, Wheeling enjoys an array of big-city amenities in a tight knit community. Wheeling has two beautiful public parks, its own symphony, shopping centers and main street shopping. Wheeling is less than an hour from Pittsburgh and less than three hours from Columbus, Cleveland and Charleston.

Budget

The total budget for the scope of work will not exceed \$125,000, including any out-of-pocket costs (e.g., travel). Firms are to provide a detailed budget that corresponds with their proposed research plans.

Timeline for the Submission and Review of Proposals

The timeline for the project is as follows:

September 5, 2014	Issuance of RFPs
September 12, 2014	Indication of interest from firms in submitting proposal for service
October 10, 2014	Proposals due by 5pm ET
October 13-17, 2014	Interviews with firms to review proposals
October 27, 2014	Notification of firms

Submissions and Contact Information

Indication of your desire to submit a proposal, followed by the proposal itself, should be email to Sarah Kelly, Vice President for Advancement, at skelly@wju.edu. Sarah may also be contacted at 304-243-2637 with any questions.