Worcester Polytechnic Institute
Corporate and Professional Development

Request for Proposals (RFP)

Section I. General Information

About WPI's Online Graduate Programs
WPI's Online Graduate Programs are housed within the Corporate and Professional Development division. More information about the Online Graduate Programs can be found on the website.

Target Audience
Graduate level students

Objectives for CPE Online
1. Determine the ideal target audience for Online Graduate Programs to improve growth
2. Improve brand awareness for WPI's Online Graduate Programs
3. Develop a marketing strategy that creates a viable growth path for WPI's Online Graduate Programs
4. Determine the highest quality delivery method for WPI's Online Graduate Programs
5. Establish the Online Graduate Programs as a thought leader in online education and other appropriate target areas to ensure the brand builds credibility

Services
WPI's Online Graduate Programs are looking for research and assessment to inform a comprehensive branding and marketing strategy for the area.

1. **Research**
   This research should begin with a survey of key players in the Online Graduate Programs to determine the goals, an understanding of the current marketing and branding strategy, and the challenges currently faced by Online Graduate Programs. This research should also include, as appropriate, a mix of focus groups, targeted interviews and surveys. Finally, the research should include a competitive positioning analysis of the Online Graduate Programs key competitors to better understand how other programs are positioning themselves, to determine brand differentiation, to develop market opportunities, and to develop competitive strategies.

   Of the three RFPs, this one requires the most rigorous and in-depth research. For this reason, agencies are welcome to bid on the research phase and/or the branding and marketing phases.

2. **Branding strategy and message development**
   Based on the research, a branding strategy will be developed, including the development of messages to internal and external audiences.

3. **Communications plan**
   Based on the research and branding strategy, develop a communications strategy that can be implemented internally, with the option for external support.

The branding and communications plan must follow WPI's current brand guidelines, as well as be inline with the current WPI positioning.

Deliverables
1. Report and presentation that summarizes the research results and includes an analysis and interpretation of the results.
2. Identification of the brand attributes that differentiates the Online Graduate Programs
3. The development of core messages
4. Recommendations and suggestions for implementation in the form of a communication plan

Section II. Project Budget and Timeline

Cost Breakdown
The budget for this work will depend on the costs estimated by the proposal submissions.

The proposal should include detailed costs for each of the phases, including a breakdown for the various elements of the research phase. Should other methods of analysis be completed, other than those mentioned above, the agency should feel free to recommend them and include them in the cost breakdown.

Project Timeline
1. Friday, April 18: RFPs Due
2. Friday, April 25: Agency Selected
3. Week of April 28: Kick off meeting with WPI
4. Deliverables Due: June 31, 2014 (Research phase)

Please include a recommended timeline for work and deliverables in the submitted proposal.

Section III. Response Submission and Evaluation

Selection Process
WPI's Chief Marketing Officer, the Director of Corporate and Professional Education, as well as leads from Corporate and Professional Education will review the RFPs and select the agency.

Criteria
The following criteria and identified weight will be used by Worcester Polytechnic Institute (WPI) to evaluate the responses:
1. Strength of proposal

2. Capacity - evidence proposer can carry out the project
3. Personnel assigned – qualifications and number
4. Awareness and understanding of WPI and the culture and environment of the campus and surrounding area
5. Relevant experience and work, including prior experience and work with WPI
6. References
7. Ability to meet deadlines
8. Cost and value to WPI

Proposal Rejection and Waiver of Informalities

This RFP does not obligate Worcester Polytechnic Institute (WPI) to award a contract or complete the proposed project and reserves the right to cancel this RFP if considered to be in its best interest. WPI also reserves the right to:
1. Reject any and all proposals received in this RFP;
2. Select a proposal for contract negotiation other than the one with the lowest cost;
3. Negotiate any aspect of the proposal with any vendor;
4. Terminate negotiations and select the next most responsive vendor for contract negotiation;
5. Terminate negotiations and prepare and release a new RFP; and,
6. Terminate negotiations and take such action as deemed appropriate.

Submission and Inquiries

Please submit proposals via email no later than 5:00 PM, Friday, April 18 to Christine Haas, Project Manager (christineaehaas@gmail.com, 484.343.0685).