

# Requests for Proposal

## New York School of Interior Design: Strategic Marketing Project

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**Date:** March 18, 2014

**Proposal Due Date:** April 18, 2014

**College website:** [www.nysid.edu](http://www.nysid.edu)

**Contact Person:** Samantha Hoover, Director of External Relations

**Email:** [shoover@nysid.edu](mailto:shoover@nysid.edu)

**Phone:** 212-452-4192

### I. Overview

The New York School of Interior Design (NYSID) is seeking proposals from strategic marketing firms to develop a comprehensive marketing plan for the coming year(s). The plan should unite, augment, and expand those already being made by the College's admissions, development, and external relations departments. NYSID wants to improve its marketing by achieving a strong unified voice that articulates a number of key messages. The plan will inform every aspect of the College's outreach—admissions, development, faculty and staff recruitment, etc.

### II. The College

Founded in 1916, the New York School of Interior Design (NYSID) is a private, not-for-profit college devoted exclusively to interior design education and related disciplines. NYSID's guiding principle is that the interior environment is a fundamental element of human welfare and the College is committed to actively improving the quality of life for all segments of humanity. This ideal is put into practice by a dedicated faculty of well-known designers, architects, art historians, and authorities in the field who guide more than 700 full- and part-time students. NYSID offers certificate, undergraduate, and graduate programs in the fields of interior design, design history and theory, sustainable design, interior lighting design, and healthcare interior design. A wide range of classes are also offered through the college's Institute for Continuing and Professional Studies and online platform.

NYSID is an accredited institutional member of the National Association of Schools of Art and Design (NASAD) and a Candidate for Accreditation by the Commission on Higher Education of the Middle States Association of Colleges and Schools, 3624 Market Street, Philadelphia, PA 19104. (267-284-5000) Candidate for Accreditation is a status of affiliation with a regional accrediting commission which indicates that an institution has achieved initial recognition and is progressing toward, but is not assured of, accreditation. It has provided evidence of sound planning, appears to have the resources to implement the plans, and appears to have the potential for reaching its goals within a reasonable time. NYSID's BFA and MFA-1 programs are accredited by the Council for Interior Design Accreditation (CIDA).

### **III. Planning Work to Date**

In the summer of 2013, NYSID embarked on a three-year strategic plan to help chart a new course under president David Sprouls, who was appointed in August 2012, and to establish goals and objectives for the next years. The completion of this plan coincides with the College's Centennial in 2016, and the accomplishments of this three-year period and the resulting renewed strength will provide a solid base upon which NYSID will build its second century.

The planning process was undertaken to ensure the College's sustainability while providing increased value to its students and earning advanced standing in the academic community. The strategic planning committee developed a detailed work plan that outlines strategies and tactics. Resources — including time, personnel and costs — were assigned to the strategies. Metrics for success have been identified and included to provide a tool to measure the effectiveness of the plan.

The strategic planning committee also drafted new mission and vision statements.

#### **Mission Statement**

New York School of Interior Design prepares its students to lead the profession by providing a deep and broad education to aspiring interior designers and working professionals, drawing upon expert faculty, current tools and technology and close industry relationships.

#### **Vision Statement**

New York School of Interior Design is a global leader in interior design education, impacting the profession through innovative curricula and strategic collaborations, with graduates placed in positions of influence around the world.

Strategic Plan

### **IV. Scope of Work**

As we have spent a considerable amount of time crafting a three-year strategic plan as well as departmental unit plans, we hope that a firm could leverage as much of that work as possible. We recognize that we may have to take a few steps back in the process in order to gather additional market research.

Our main challenge is to develop cost effective marketing approaches, across all channels, for our different areas of study and our programs. These channels may include, but don't have to be limited to, advertising, social media, print and online publications, and video. We understand that we need a narrative(s) in order to succeed, but we're unsure how to proceed: should we develop a single NYSID narrative or should we create multiple but related narratives that address our distinct audience groups?

Ultimately, we need a firm to propose a workable process for strategic marketing development that will result in an enhanced brand strategy, a revived messaging platform, and recommendations for integrated creative needed to execute a communications strategy for the College as a whole.

## V. Timeline

Ideally, we would like work to start in early June 2014 and have an initial plan submitted for review and approval by September 2014. Lead times, sub-deadlines and delivery schedules leading to reach ultimate deadlines should be determined at the beginning of the project.

## VI. Budget

We ask that firms interested in submitting proposals detail the different costs of the project.

## VII. Proposal Review

Interested firms should submit proposals by Friday, April 18, 2014. Review of responses will begin immediately. Finalists for the project will be interviewed by Samantha Hoover, director of external relations; Chris Spinelli, creative director; David Sprouls, president of NYSID; Ellen Fisher, vice president for academic affairs and dean; Celeste Collins, director of admissions, and Christopher Vinger, director of institutional research.

## VIII. External Relations Team

The selected firm will work closely with the Office of External Relations, the College's unit that executes key print and electronic publications, web and social media projects, and the brand messaging. The unit consists of four members:

Samantha Hoover, director of external relations  
Christopher Spinelli, creative director  
John Minieri, public programs coordinator  
Jade Dressler, communications specialist

If you have any questions as you prepare your response, please contact Samantha Hoover, director of external relations, at [shoover@nysid.edu](mailto:shoover@nysid.edu) or 212-452-4152. We also encourage you to visit our website at [www.nysid.edu](http://www.nysid.edu).

## IX. Proposal Submission

Please submit electronic versions of your proposal by **Friday, April 18, 2014** to Samantha Hoover, director of External Relations ([shoover@nysid.edu](mailto:shoover@nysid.edu); 212-452-4192).

Proposal submission must include the following information:

1. Describe the services and capabilities of your firm. Provide a brief description of the company size and organizational structure as it relates to services proposed.
2. Outline how you would approach this project, including proposed methodology and projected milestones.
3. Describe the experience of your firm and staff in relation to higher education institutions of our size.

4. Describe your experience working with in-house marketing/communications teams (i.e. at what point the work would be transferred to NYSID's internal resources for execution).
5. Provide at least three samples from image branding campaigns you have produced that showcase your ability to meet the scope of work identified in this RFP.
6. Detail how you track competitive spending and capture competitor statistics?
7. Supply contact information and project detail references for at minimum three projects you have completed successfully that have been of similar scope and scale. Include what types of media are involved with each. These references should be able to discuss your successes and strengths as a company.
8. Provide a projected budget, understood to be a rough estimate, based on the information provided in this RFP.
9. Identify primary contact team members that would be assigned to this project. Supply resumes/bios. Describe your support staff, including how your firm will ensure that the scope of work is completed efficiently and on time.
10. Identify all other sub-consulting firms you would utilize in this project, including their team member bios, their firms' general experience and their role within your project team.