

# THE NEW SCHOOL

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Title of the Project

Request for Proposal

Yellow = Filled in by the Division

Blue = Filled in by Procurement

Issued

**Date when RFP is issued to the supplier**

Proposal Due Date

# 1. OVERVIEW

## 1.1 Organizational Context

The New School was founded in 1919 by a group of scholars, journalists, and civic leaders who imagined an educational venue where they could freely discuss their ideas and where dialogue could take place between intellectuals and the public. Originally devoted to exploring the pressing social, political, and economic problems of the day, The New School has since expanded its focus to embrace the arts and culture. Today, The New School offers bachelors and masters programs in the visual and performing arts in addition to bachelors, masters, doctorate, and certificate programs in the liberal arts, social sciences, and management and urban policy.

The New School comprises of the following colleges:

- College of Performing Arts
- Eugene Lang College of Liberal Arts
- Parsons School of Design
- The New School for Social Research
- Schools of Public Engagement
- Open Campus
- Parsons Paris

For more information about The New School and its Mission and Vision Statement, please refer to its website: <https://www.newschool.edu>

## 1.2 Project Background

### DESCRIPTION

The New School (TNS) Corporate Partnerships (CP) team has a need for web presence for use in their development/outreach efforts. The site, targeted to potential corporate partners, repeats some of the information/assets on the [www.newschool.edu](http://www.newschool.edu) website, but in a style that will work for corporate audience. Possibly in a more condensed style, within fewer pages, and site copy in corporate voice, more visual (maybe interactive) and most importantly addressed to the needs and interests of potential corporate partners.

### GOAL

- Attract potential corporate partners
- Inform about TNS, its mission/vision, programs, and what makes TNS different

- Inform about various partnership opportunities and value proposition for potential partners

## TARGET AUDIENCE

- Prospective corporate partners

## KEY MESSAGES

- What is The New School? What makes them unique? (key themes: design-led, challenge status quo, courage/innovation, diversity)
- Our schools/disciplines (overview of TNS structure)
- Our academic approach (interdisciplinary, design inspired)
- Our faculty (industry experts/leaders)
- Our students/alumni (change makers, innovators, experts)

## BUILD OUTLINE

- A mobile first design, but with a stronger emphasis on the desktop experience
- Built using Wordpress (we have in-house experience with this platform)
- A high level of custom design that aligns with New School branding while working with our internal TNS team
- A high level of editorial creation that uses similar language to the main TNS website, but that targets a corporate audience while working with our internal TNS team

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## TIMELINE

Work to begin immediately upon execution of work agreement. The project engagement will be approximately four (4) weeks with project delivery and billing end date of June 15, 2016.

## 2. INSTRUCTIONS TO VENDOR

### 2.1 Contacts

All communications between Vendors and The New School must be addressed to:

To: Gopi Jawaji, Senior Buyer  
[jawajig@newschool.edu](mailto:jawajig@newschool.edu)

cc: Stakeholders for the Project

Name, Designation  
Email:

### 2.2 Intent to Respond

You are respectfully requested to indicate by Email your intent to submit a proposal by (Filled by Procurement)

The Owner has the right to waive any informality and to accept or reject any or all proposals.

Project is expected to be awarded in "Estimated Start Date of the Project."

### 2.3 RFP Questions, Inquiries and Clarifications

All inquiries relating to the proposal must be received by email by (Filled by Procurement). If clarifications to this RFP become necessary as a result of questions from your firm or other firms, such clarifications will be issued as an RFI to all firms under consideration. Responses will be issued to all firms by (Filled by Procurement).

### 2.4 Vendor Representation/ Proposal

- Vendor shall acknowledge that they have read and understand all requirements and specifications of the Request for Proposals (RFP) and their proposal is made in accordance therewith.
- Vendor shall include costs for all items outlined in the scope of work.

### 2.5 Summary of RFP Schedule (Filled by Procurement).

RFP Distribution to Potential Vendors	November 23, 2020
Email confirmation of Vendor's Intention to Respond	November 30, 2020
Questions from Vendors by email	December 1, 2020
Responses to Vendors by email	December 4, 2020
Proposals due by email	December 11, 2020
Selection of Vendor	January 2021
Anticipated commencement date of work	February 2021

## 3. SCOPE OF WORK

The project will consist of the following phases of work, which will take us from discovery through RFP creation.

1. **Discovery + Requirements.** Conduct high level discovery meetings with key university stakeholders to understand high level requirements, and agree on the specifics for the following "user research".
2. **User Research.** Conduct targeted discovery interviews with larger CMS user groups to understand user pain points, requirements, and preferences. May include user focus groups.

3. **Market Scan.** Research and identify the best possible CMS vendors. Put together a list of vendors with the features and services that put them at the top of any CMS vendor list.
4. **Vendor Short List.** Internally review CMS Platforms identifies in the “market scan” with the user research to create a short-list of vendors for proposal submissions, complete with pros and cons list for each vendor CMS offerings, culminating in a final “CMS Vendor Recommendation”.
5. **RFP Creation.** Working with the Marketing and Communications department, generate an RFP ready for distribution to the identified CMS vendors following The New Schools [RFP Template for Services](#).

## 4. PROPOSAL REQUIREMENTS

### 4.1 Qualifications (Supplier Requirement)

**Cover Letter:** Include a letter signed by a member of the firm with authority to commit to a contract on behalf of the firm offering the proposal, and acknowledging receipt of this RFP, Appendices and any addenda.

**Scope of Work:** Please address all issues raised in the scope of work above.

**Implementation Process:** Please summarize the steps in the integration of the data and drawings into the software.

**Project Delivery Schedule:** Please propose a project schedule which outlines the process including client deliverables, review, and the duration of each milestone. Implementation is expected to begin in **Scheduled Start Date** (Filled by Procurement).

**Client List and References:** Include a client list and experience in higher education. Please provide a list of at least three references with names and up-to-date email address and phone number.

### 4.2 Fee Proposal

Please submit a fee proposal that addresses all the points in the **Scope of Work**. If the software does not currently provide for a functionality in the scope of work, please note that it is excluded and any planned future updates.

Describe the metrics used for the pricing structure (ie. by workstation, or real estate square footage area, or other).

**User License:** In the pricing structure please include the number of general users and administrative/ power users.

**Training and Technical Support:** Specify the level of support and training that will be provided for general and administrative users.

## 5. PURPOSE OF REQUEST FOR PROPOSAL

This Request for Proposal (RFP) is not an offer by TNS, but an invitation for vendor response. No contractual obligation whatsoever shall arise from the RFP process unless and until a formal contract is executed by duly authorized officers of TNS and the vendor. TNS reserves the right to alter specifications during the RFP process and (without re-issuing the RFP) after selection of a tentative vendor. Each party shall be entirely responsible for its own costs and expenses incurred while participating in the RFP preparation and contract negotiation processes.

This RFP is proprietary and shall not be distributed or used for any purpose other than preparation of a proposal for submission to TNS. Disclosure of any part of the information contained herein to parties not directly involved in providing the services requested could result in the disqualification of or legal action against the vendor. TNS reserves the right to accept or reject any and all proposals submitted, to waive any irregularities in the proposals, and to make awards in any way it deems advisable in the best interest of TNS.

TNS reserves the right to make awards on this proposal based on its discretion. TNS also reserves the right to reject any or all proposals. Award of this contract in no way implies future awards or commitments by TNS.

## **6. CONFIDENTIALITY**

This request contains information that is confidential and proprietary to The New School. The recipients of this proposal shall under no circumstances use the information contained in this proposal for any purpose other than for the preparation of the response. If a Consultant determines that they do not wish to submit a quotation, the Consultant will certify in writing that it has not made any copies or unauthorized distributions.

## **7. ATTACHMENTS (If applicable) - Related to the Project**