

# Massachusetts College of Art and Design: Educational Consultants

## RFP # 17-04

### *Attachment # 1 - Specifications and Descriptions of Services*

#### **Relevant Background**

Founded in 1873, MassArt is the only freestanding public college of art and design in the United States. The College excels in the education of professional artists, designers, and art educators and is an integral contributor to the cultural and intellectual life and creative economy of the Greater Boston region, the Commonwealth of Massachusetts, and beyond. Located in Boston's hub of arts and culture along the Avenue of the Arts, MassArt enrolls nearly 2,100 students and offers a comprehensive range of baccalaureate and graduate degrees in 22 disciplines, as well as continuing education and youth programs.

The College believes that part of its mission, as a public institution, is to be a resource to the greater community. To this end, MassArt offers an array of public programs, including innovative gallery exhibitions, lectures, and events; professional development opportunities for educators, artists, designers, and the general public; community arts partnerships and civic engagement initiatives; and youth art classes that reach thousands of greater Boston residents each year.

MassArt attracts a diverse full- and part-time student body of 2,098 (1,704 undergraduates, 118 graduate students, and the remainder in certificate or continuing education programs). The College has 15 academic departments. Three departments -- liberal arts, history of art, and studio foundation -- serve all students, and thirteen offer B.F.A. degrees: 2D (including painting and printmaking), 3D (including ceramics, fibers, glass, metals, and sculpture), animation, architectural design, art education, fashion design, film/video, graphic design, history of art, illustration, industrial design, photography, and studio for interrelated media. At the graduate level, the College offers an MFA in six areas of concentration, a Master of Architecture, a Master of Arts in Teaching, and two low-residency MFA programs, one taught in Provincetown, MA in partnership with the Fine Arts Work Center, and one in Boston, MA. Other certificate programs include fashion design, furniture design, graphic design, industrial design, and a post baccalaureate teacher preparation program.

MassArt's undergraduate enrollment has grown by almost 50 percent -- from 1,200 to around 1,700 -- in the last decade. As a state university, about 70 percent of students come from Massachusetts, 27% from the broader US, and 3% international students. Nineteen percent of the student body is U.S. students of color. Students choose MassArt for its academic excellence, resources and facilities, dynamic urban campus, affordable tuition, and close connections with a renowned and distinguished faculty. The student-faculty ratio is 9:1.

269 full- and part-time faculty members who are practicing artists, designers, scholars, and educators support students. MassArt's faculty, its extensive studios, the wealth of resources in its arts library, and the breadth of its curriculum are widely considered to be among the best in the nation. Sustaining high graduation rates (70 percent), MassArt has been recognized by *The Washington Post* as a superior value nationwide among the top public colleges. The International Association of Art Critics has honored MassArt's curatorial programs, and the Center for Art and Community Partnerships has been recognized by the Carnegie Foundation and represented on the President's Higher Education Community Service

Honor Roll. Notable alumni of the College include conceptual multimedia artist William Wegman, time-based artist Christian Marclay, Oscar-winning set designer Nancy Haigh, MIT Media Lab co-founder Muriel Cooper, painter Albert Munsell (the inventor of the Munsell Color System), interior designer Kelly Werstler, and designer Brian Collins.

The College is currently involved in a major physical transformation of its campus. The old Boston State College gymnasium was replaced with a \$40 million design and media center. This has become the new “face” of MassArt to the public and offers exciting new possibilities for collaboration across disciplines and for new programmatic and curricular innovations. MassArt is in the middle of a capital campaign to renovate the Bakalar & Paine Galleries, two esteemed professional galleries focused on exhibition and education in contemporary art, which are free and open to the public. The college is also beginning to look at 2022, our 150<sup>th</sup> anniversary.

### **Project Goals**

MassArt seeks to pre-qualify individuals and/or firms on a consultant basis to carry out program specific services/projects. Awarded individuals/firms shall have demonstrative expertise in one or more of the following areas listed below. Experience working in higher education is preferable.

#### ➤ **Institutional Strategy**

- Strategic Planning and Implementation Operations
- Budget and Financial management
- Business Operations
- Student Life Cycle management
- Diversity, Inclusion and Equity

#### ➤ **Technology**

- IT Strategy
- Enterprise Systems
- Cloud Systems
- Application and Analytics

#### ➤ **Leadership Development**

- Facilitation
- Advising
- Conflict Management

#### ➤ **Academic Programing**

- Assessment Program Development
- Program Reviews

The college is not requesting that firms respond to specific projects in this RFP. The goal is to identify consultants allowing the college to quickly engage services on an as needed basis – at set hourly rates. Please note there is no guarantee of purchase volume to awarded bidders.

In order to designate which of the above four (4) categories interested bidders are submitting proposals on, MassArt has attached to this RFP four (4) Hourly Rate Cost Sheets; one (1) for each of the categories (Institutional Strategy, Technology, Leadership Development, and Academic Programming). Instructions to bidders are to submit an Hourly Rate Cost Sheet for each of the categories bidders are interested, and qualified, to submit a proposal on.

### **After Contract Award**

For each program specific engagement, and at the directive of MassArt, it will be required that awarded individuals/firms present a statement of work with associated costs. Statements of work to include the position(s) and level(s) (e.g. partner, associate, etc.) of staff assigned to the MassArt project, the associated number of hours for the project, the hourly rates for each position/level as set by the RFP award, and any other related expenses. See Vendor Response and Evaluation Criteria section below for additional information.

**Acceptance of each statement of work will be in the form of the issuance of a MassArt purchase order in the statement of work amount.**

The awarded firm(s) will be required to submit monthly invoices for work already performed. All invoices must include a description outlining work completed as it relates to established statement of work.

### **Travel Costs**

Estimated travel costs to be included in requested quotations and be in accordance to MassArt's Travel and Reimbursement Policy for Consultant Services (included as Exhibit #1 in the RFP).

### **RFP Timeline**

Bid Issued	February 16, 2017
Deadline to submit <u>written</u> questions	February 26, 2017 at 11:59 PM EST
Contract addendum issued answering questions	March 6, 2017
Bid Deadline	March 14, 2017 at 11:59 PM EST
Anticipated Bid Award	March 24, 2017

Contracts will begin upon contract document execution and end on June 30, 2018. MassArt reserves the option to extend the contract for up to three additional one year periods with the same terms and conditions. Any changes must be agreed upon in writing.

Either party may terminate this agreement without cause by giving to the other party not less than thirty (30) days advance written notice of both its election to do so and the effective date of termination. If this agreement is terminated the college shall have no further obligations other than payment for services already rendered and for expenses previously incurred.

## **Proposal Deadline**

Bid proposals are due by 11:59 PM EST on March 14, 2017.

Bids must be submitted electronically by emailing proposals to [purchasing@massart.edu](mailto:purchasing@massart.edu) .

Electronic files should not exceed 10 megabytes. Subject line in your email should reference RFP 17-04, Educational Consultants for Massachusetts College of Art and Design. No paper or fax copies will be accepted.

The cost of producing proposals shall be borne by the candidates.

Any question(s) regarding the bid must be submitted in writing to [purchasing@massart.edu](mailto:purchasing@massart.edu) by February 26, 2017 at 11:59 PM EST. An RFP addendum will be issued by March 6, 2017 and contain responses to question(s) received. The college will not be able to address additional questions received after February 26, 2017.

## **Vendor Response and Evaluation Criteria:**

- A description of candidate's capability and experience carrying out consulting services for colleges and/or universities, particularly schools/colleges of the arts, if applicable.
- Credentials of the specific team that will be working on the account. **Note: The awarded bidder must consult with MassArt regarding any replacements to the original account team outlined in the RFP document and the in-person interviews. Any team member replacement(s) must be mutually agreed upon.**
- Work samples for three different clients and descriptions of completed projects for them within the past five years. Please include the email address and phone number for primary contact for each of these references.
- A full client list.
- Bid responses must identify the positions and levels (e.g. partner, associate, etc.) of staff to be assigned to the MassArt account with associated hourly rate on the attached **Hourly Rate Cost Sheet**. Cost is one factor, but the selection will also take into consideration the consultant's ability to deliver on other criteria. MassArt is a public institution of art and design and seeks both high quality and cost effective proposals.