

CONFIDENTIAL

REQUEST FOR PROPOSAL

The School of Professional Studies at Columbia University

The School of Professional Studies at Columbia University

The School of Professional Studies at Columbia University is a distinguished center for learning and education for those who wish to jump start, accelerate, or pivot their career.

Our students are motivated, serious, and academically oriented people who seek professional, personal, or academic development in subjects that range from the sciences to business, to the humanities and the arts.

The University recognizes the importance of its location in New York City, and seeks to link its research and teaching to the vast resources of a great metropolis. New York City is home to many important industries as well as a hub for arts and culture, and access to New York's largest firms and industry leaders provide unparalleled opportunities for students.

Our programs are unified by our mission: to mount innovative and market-leading programs that meet the University's standard of quality and excellence, leverage its valuable resources, and produce impactful educational outcomes for the members of our diverse student body.

For more information on Columbia School of Professional Studies visit www.sps.columbia.edu.

Scope of Work

The School of Professional Studies (SPS) at Columbia University is seeking one or more education recruitment agencies (the "Agency") whose primary duty will be to assist the school in its recruitment, marketing, and advertising efforts for its non-degree programs.

Under the supervision of the Associate Dean of Admissions, the new Agency will be in charge of developing and executing student recruitment initiatives as well as designing and implementing a plan to enhance awareness for the Non-Degree programs offered by The School of Professional Studies at Columbia University. The Agency will help the programs reach their recruitment and marketing goals through services provided, such as student advisement, application assistance, translation services, visa application assistance, and travel and logistics support.

The School aims to increase the number of qualified students and expects the agency to identify strategies and tactics that will help the programs to reach their goals.

Specifically the school seeks to focus these efforts in the following non-degree programs:

- Non-Degree Programs
 - Post baccalaureate study in over 50 subject areas
 - Visiting Students Program – semester and academic year
 - Pre-College Programs, notably Summer High School Programs with over 30 curricular options in New York as well as programs in Europe and the Middle East
 - Eight levels of ESL instruction
 - The University's Summer Sessions

Here is a non-exhaustive list of specific tasks that Columbia University expects the Agency to perform for the programs:

- Contact students, university counselors, student agencies, and other organizations
- Market research and in-country due diligence
- Strategic planning
- Creative concepts including brochures, advertisements (including banner advertising)
- The use of social media and search engine optimization
- Program promotion events, webinars and direct marketing
- Review prospective students for suitability to embark on study at Columbia University in the City of New York. Ensure that:
 - qualified prospective students that meet the IT-TOFEL equivalency of 100
 - GPA equal to or higher than 3.0 on US scale.
- Prospective student's name will be shared with SPS by Agency
- Prospective Student will be instructed they must apply directly to SPS through the application on SPS website (or through a paper application, where applicable) and the admission standards are applied consistently to all applicants
- Assess individual's readiness to live and study independently in New York City
- Relationship management with in-country constituents
- Provide prospective students with school application forms and fee schedule
- Provide students with information regarding visa requirements
- Provide students with processing of visa requirements
- Provide students with housing application requirements
- Provide students with health insurance requirements
- Assist students with the enrollment process
- Provide accurate records of the name of each prospective student
- Ensure that Educational Agency information is provided as required in the student application and to the School's International Enrollment Management team
- Provide students with cancellation enrollment policy

Qualifications/ Desired Profile

The selected Agency should be capable of objectively determining the appropriate mix of marketing and recruitment activities that should be used to achieve the goals of the School. Critical importance will be placed on the ability to measure results and outcomes for these activities.

The Agency will have:

1. Strong expertise in developing recruitment campaigns that produce tangible and measurable results
2. Ability to articulate various messages within a consistent brand positioning; translation of brand positioning to enhance SPS Non-Degree Programs in local market
3. Edge in digital marketing; ability to include latest technologies and functionalities to maximize impact
4. Experience working with a high quality programs and high achieving student populations
5. Thorough understanding of the USA higher education market
6. Flexibility and agility: ability to respond to rapidly changing market conditions with integrity and high ethical standards outcome
7. Thorough knowledge of the higher education market in the local market

The above capabilities should be addressed in the responses to this request.

Requirements for Response

Agencies should provide the following in their response:

1. A brief perspective on higher education brand management and the critical challenges and opportunities faced by distinguished centers of research and learning.
2. Description of relevant knowledge, skills and experience for working with The School of Professional Studies as an education recruitment agency (including experience with similar clients).
3. Relevant experience demonstrating the capability to meet The School of Professional Studies' scope of work.
4. Experience with marketing and communications activities in the local market.
5. Quantitative methods and processes for measuring the success of initiatives.
6. Description of any knowledge, skills or experiences your firm possesses that will enable you to serve the School with distinction.

Fees:

The service fees will be fixed, based on the services outlined in the scope. Fees will *not* be based on the number of students who apply to SPS or ultimately enroll in the School's programs. Agencies responding to this RFP are encouraged to propose a fixed fee arrangement based on the services provided by term (i.e., the fee structure should outline the cost of services by term).

Terms and conditions will be provided by Columbia, and will include assurances of high ethical conduct, including in business practices and all interactions with prospective students, and adherence to applicable laws, regulations and policies. During the term of the awarded agreement, SPS will have the right to audit process and procedures and records that relate to performance upon 10 business days' notice.

Please keep your responses to 3-5 pages in addition to optional attachments of supporting material.

Evaluation Factors and Process:

Selection under this RFP will be based upon the proposal with appropriate consideration given to operational, technical, cost, and management requirements. Evaluation of offers will be based upon the Agency's responsiveness to the RFP and the statement of the proposed fee structures for the scope of work described. Columbia retains sole and exclusive discretion and decision-making regarding which factors to be considered, how much weight to accord each factor, and all other elements of the selection process, which may include:

1. Completion of all required responses.
2. Completion of the Education Recruitment Agency Application Form.
3. The extent to which agency's proposed solution fulfills the Columbia University School of Professional Studies' stated requirements as set out in this RFP.
4. An assessment of the agency's ability to deliver the indicated service in accordance with the specifications set out in this RFP.
5. The Agency's stability, experiences and record of past performance in delivering such services.
6. Availability of sufficient high quality agency personnel with the required skills and experience for the specific approach proposed.
7. Agency's ability to protect the distinguished reputation and brand of Columbia University while performing recruitment services.

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8. Agency's acceptance of Columbia University's contractual terms and conditions, if applicable. (Terms and conditions to be separately provided, following the first set of responses to this RFP.)
9. An assessment of the quality of the working relationships that will be formed between the Columbia teams and the proposed Agency team.
10. An evaluation of the agency's fee proposal.
11. Quarterly reports.

Columbia University School of Professional Studies may, at its discretion and without explanation to the prospective agencies, at any time choose to discontinue this RFP or select one or more agencies to negotiate agreements without obligation to such prospective agencies. Columbia reserves the right to negotiate with one or more of parties with respect to all or any portion of this opportunity and is under no obligation to discuss this opportunity further with any party. Columbia is not liable for any cost incurred by the proposer in the preparation, submittal, presentation, or evaluation of any proposal. Columbia does not assume any liability for any pre-contract activity and/or costs incurred by agencies responding to this RFP.

Nothing in this document shall be construed as creating or offering the creation of a joint venture, partnership or other legal arrangement between Columbia and any other parties. Parties with which Columbia further discusses this opportunity shall treat all information obtained from Columbia in connection with this document (the "Confidential Information") confidentially, and shall not discuss, publish, divulge, disclose or allow to be disclosed the Confidential Information to any other person, firm, or entity, without Columbia's prior written approval.

Timetable

The search committee will accept proposals from agencies on a rolling basis. All responses should be submitted electronically.

A selection committee will review the proposals before selecting the finalists for a second review.

All questions, inquiries and proposals should be submitted by email to [Insert email].

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CONTRACT ACKNOWLEDGMENT

DATE:

FROM: Vendor Name
Address

TO: Columbia University in the City of New York

RE: PROPOSAL/BID DESCRIPTION

Project Description
Quotation #

Please be advised that we have carefully read the Exhibit "A", Service Provider Agreement enclosed in the package. We acknowledge that if we are ultimately awarded the contract we will promptly execute an agreement containing identical terms and conditions. We understand that there will be no negotiation of the terms and conditions of the Agreement upon award.

(Please note any contract exceptions in the space below or provide an attachment with appropriate signature. Type NONE if you do not have any exceptions.)

Note Exceptions:

Signature: _____

Name: _____

& Title: _____