

# Indiana State University

## Request for Proposal -- University-Wide Strategic Planning

Indiana State University ([www.indstate.edu](http://www.indstate.edu)) is one of five public, four-year institutions in the state, and as such it offers a wide array of undergraduate programs and more limited number of graduate programs including nine doctoral degrees. It is classified by the Carnegie Foundation as a doctoral/research-intensive institution. In 2006, the University also received the elective community engagement classification from the Carnegie Foundation.

Founded in 1865 as the Indiana State Normal School, the institution's original mission was to prepare teachers for the common schools of Indiana. As Indiana State Normal School grew, first into a teachers college, then a college and finally into Indiana State University, its mission and its programs expanded to meet the needs of its students. Today, Indiana State serves a diverse group of more than 10,500 students. Nearly 80 percent are Indiana residents with the remaining coming from every state in the nation as well as 65 other countries.

For the past decade, higher education in Indiana has been undergoing a period of marked change with the advent of a community college system, further growth and development of regional campuses, increased accountability, and unprecedented competition for students. As a result, Indiana State has found a portion of its traditional mission eroding as evidenced by declining enrollments.

To guide the institution in addressing these challenges, Indiana State University seeks proposals from experienced consultants to assist in the development of a comprehensive strategic plan for 2009-2014. Utilizing a broad-based collaborative process, the consultants will work with all segments of the University community to build upon previous planning efforts to further develop strategic direction and goals to advance the vision, mission and core values of the institution across all areas of the university.

The University has issued a separate request for proposals for a land-use consultant, and firms are eligible to submit proposals for both the overall planning and the land-use/facilities planning. If separate firms are selected, the company leading the strategic planning effort will need to coordinate its work with the land-use consultant, as well as internal planning groups and any other external vendors involved, so that the planning efforts are integrated and continue to move forward simultaneously.

The planning document shall include strategic goals, implementation plans with timelines, and measurable performance indicators. Primary areas of focus for the planning effort will include enrollment, retention, academics, athletics, student life, residential life, human resources, and physical plant. Particular emphasis will be given to the strategic initiatives of experiential learning, community engagement, and distinctive programs. In addition, the planning document should address potential strategies for funding elements of the strategic plan.

### **Timeframe**

Completion of the final planning document is expected by August 2009.

### **Requirements for Proposal:**

1. Listing of key personnel who would represent the firm and evidence of their knowledge and experience in developing strategic plans for colleges and universities.
2. Listing of the firm's five most recent and most similar strategic planning projects including a description of the process utilized and a timeline for the work completed.
3. Summary of the process and specific techniques that will be utilized to ensure a collaborative and successful planning process. Describe how the firm will work with the university leadership, faculty and staff to manage and conduct the planning process and keep the project on schedule.
4. Three to five customer references who can evaluate work that has been completed by the firm in the past five years. Include names, titles, addresses, telephone numbers and email addresses.
5. Schedule of costs for planning services, travel, and all other costs associated with the planning process. Proposal should include estimates of time and work effort required, hourly billing rates, and estimated reimbursable expenses not covered by fees.
6. Proposed timeframe for developing key elements and final planning document.

All questions should be directed to: Teresa Exline, Office of the President, Indiana State University, Parsons Hall 208, Terre Haute, Indiana 47809, (812) 237-7783, [texline@indstate.edu](mailto:texline@indstate.edu).

Five copies of the proposal are due to: Kevin Barr, Director of Purchasing, Indiana State University, 951 Sycamore Street, Terre Haute, IN 47809, no later than 12 noon **September 15, 2008**.