



## **Delaware Art Museum and Delaware College of Art and Design Request for proposals for certificate programs consultant**

### **1. Introduction and background**

The Delaware Art Museum (DelArt) and the Delaware College of Art and Design (DCAD) are two of Wilmington—and Delaware’s—most important arts institutions. DelArt is a century-old museum with a 12,000-object collection focused on British Pre-Raphaelite art and American art and illustration—including a significant collection of contemporary art. DelArt, located in a residential neighborhood at the edge of Wilmington, has spent the past five years working toward a comprehensive vision to become a more lively, vital hub for its community and the region where people come together on equal terms around art.

DCAD, founded in 1996, is the only accredited college of art and design in the state of Delaware. Located in downtown Wilmington and offering associate degree programs in five undergraduate areas, DCAD majors include animation, illustration, fine art, photography and graphic design. DCAD is pursuing ways to diversify program offerings and grow enrollment and is exploring growth opportunities in the continuing education space.

Though COVID-19 has created many challenges for both organizations, it has also created new opportunities for DCAD and DelArt to figure out how to work more closely together in an effort to both achieve their visions and to grow earned revenue through education programs. One area DelArt and DCAD are exploring is a joint certificate program model. Depending on the intended audience, certificates help students, professionals looking to grow their careers, and lifelong learners achieve their specific goals without pursuing lengthy, expensive master’s degrees. Certifications can improve employment outcomes and economic opportunities for DCAD students and other individuals who will enroll in the program(s), which, in turn, can improve Wilmington’s burgeoning creative economy. Additionally, both organizations hope to create a program model that blends the spheres of arts education, civic activism, and social justice to support each organization’s overlapping visions, while earning revenue for both institutions.

Students will not only pursue intrinsically valuable courses of study but also be able to use the certification to demonstrate their acquired skills in areas like arts education, museum education, and community arts engagement, to list just a few examples.

Both organizations have received grant funding to explore this possibility further with the help of a consultant. Several specific certificate ideas are under consideration, such as a

community engagement arts incubator certificate, but no one path has been finalized. We are seeking a consultant to be a thought partner in developing the large concepts, as well as someone who—once the research is complete—can create a business model that DelArt and DCAD can use to get the necessary grant funding for implementation.

## **2. Project objectives**

The intended objectives of this consultancy are as follows:

- Create recommendations for the specific certificate(s) that
  - 1) take into account the unique offerings and needs of both organizations;
  - 2) consider audience demand for type of certificates; and
  - 3) support our community by meeting unmet needs in our city/region.
- Create a business model for each organization for program delivery

## **3. Description of services and expected outputs**

The consultant will serve as the lead on this project. Specifically, the consultant will:

- Facilitate a socially-distanced or zoom call with staff and board representatives from both organizations to discuss current progress on the certificate program ideas, and to determine schedule for communication going forward.
- Conduct in-depth interviews with representatives from DelArt and DCAD to determine what each organization is uniquely suited to offer for certificate programs, and what each organization hopes to gain from the process
- Once these fact-finding meetings have taken place, create a schedule of work
- Facilitate several discussions with current and potential community partners
- Facilitate at least one potential student/alumni focus group
- Present findings and recommendations to DelArt and DCAD staff leadership and board representatives
- Create list of potentially competitive certificate programs in the region
- Create a business plan that includes SWOT analysis, feasibility and tangible ROI objectives. Outcomes include development of a Power Point overview presentation with final findings that both organizations can use to seek grant funding

## **4. Budget and payment schedule**

DelArt and DCAD have allocated \$25,000 for the consultant's fees and travel. The consultant's fees will be paid in installments from November 2020 through March 2021.

## **5. Qualifications of consultant and evaluation criteria**

- Experience with both non-profit organizations and accredited higher education institutions (experience specifically with museums and arts organizations a plus)
- Commitment and understanding of how arts organizations play a key role in social justice and equity, civic activism, and economic and workforce development.
- Comfort and familiarly working with multiple public partners, including nonprofits, elected officials, civic groups, and community activists

- Experience putting together strong business plans, with proven success in increasing revenues.
- A creative problem-solver and visionary thinker who also knows how to make ideas come to life under real-world constraints.
- Experience with Middle States Commission on Higher Education and National Association of Schools of Art and Design standards, criteria and assessment practices.

**6. Proposal content**

Applicants are encouraged to review DelArt's [strategic plan](#) in advance of submitting a proposal.

- Background information: A cover letter or executive summary with your name, contact information, brief history, and description of why you are applying. Include resumes or bios.
- Experience: Describe your experience with similar projects or services. Further, describe demonstrated outcomes as a result of those projects.
- Approach: Provide a description of the approach you use when consulting on this project.
- Fee Schedule: A proposed schedule of fees that aligns with DelArt and DCAD's proposed payment plan, including rates for specific portions of the scope of work.
- References: 2-3 verifiable client references with contact info.
- Conflicts of interest: Any known relationships that would or could create a conflict of interest with DelArt or DCAD if you were awarded this contract.

**7. Submission of proposals and point of contact**

All proposals should be submitted by email to [mgiordano@delart.org](mailto:mgiordano@delart.org) to the attention of Molly Giordano, Delaware Art Museum Interim Executive Director. Inquiries or questions should also go to Molly.

**8. Anticipated selection schedule**

Both organizations are trying to move quickly on selecting a consultant. It is our hope to select someone by late November.