FEASIBILITY STUDY PROPOSAL

Texas A&M University
Mays Business School

April 11, 2018
PROJECT DESCRIPTION

The Mays Business School located in the Wehner Building at Texas A&M University ("Mays") has asked Advent to perform a feasibility study to better understand the important stories of the Texas A&M Mays Business School program and to further develop the scope of work for exhibits, designs, and displays that will engage audiences and tell their story throughout their business school experience. This process will include our design team walking the site and meeting with key stakeholders in order to gain a better understanding of the audience, vision, and goals for the project. Using the architectural plans, Advent will incorporate the feedback provided from the site visit to call out suggested areas for displays with a general description of the design concepts. Advent will then perform a budgetary assessment allocating suggested ranges to these spaces. As a further benefit, Advent will develop donor marketing materials to be used to support fundraising efforts at Mays’ request and determined by their needs.

Advent and the Mays Business School are aligned in our belief that developing the intended experience within the Wehner Building is critical so that experience drives decisions made for structural renovations and expansion. The vision for this project can then be communicated in a way that equips fundraising efforts. When approaching experiential design for the Wehner Building, we understand we are to impact and influence multiple audiences, including:

- Donors
- Prospective Students
- Current Students
- Former Students
- Faculty
- Staff
- Administration

Advent’s task is to work with the Mays Business School Wehner Expansion Task Force to determine the stories that will have the most impact on the target audiences, and then propose strategies to seamlessly integrate those stories into the spaces throughout the building.

PROPOSAL

This feasibility proposal includes the following Deliverables, Schedule and Terms:

Feasibility Study Deliverables

1. **StoryMining™**, Advent will conduct interviews over the course of two days and recommends that the interview sessions be 45 minutes in length with 15
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minutes between each session. Advent will look to interview individuals who can
provide insight into the history, values and vision of the Mays Business School.
These interviews will be in-person and will be captured in HD video. The
remaining interviews will happen remotely via either a web meeting or a
telephone call. Advent will also collaborate with the Maysteam to gather any
additional resources that will provide insight into these stories.

Advent will provide the audio/video services and crew needed to capture the
interviews included. These interviews would need to be scheduled by Mays over
2 continuous days, to avoid additional charges for the video crew.

Advent will provide a summary of the story elements and themes that are
developed through the StoryMining™ process. These stories and themes will
also be used for future design work on other projects for Mays.

2. StoryMapping™ / Master Plan. Advent will work with the Mays Business
School team to determine how the spaces should be divided within the facility.
Advent will recommend a walkpath for key audiences, and will layout the stories
along that walkpath in a way that provides narrative flow. Key Impact Stories will
be in critical spaces, and will be connected with secondary stories that carry the
narrative.

3. Budgetary Assessment. Create experience / exhibit-specific depth chart and
pricing placeholders for all of the areas represented on the Master Plan. In
select spaces, multiple budgetary options will be provided for different ideated
concepts.

4. Presentation / Output. Advent will create and deliver a presentation /
document reflecting our discovery of the key themes and stories of the Texas
A&M and Mays Business School brand. Also included in this presentation will be
the layout of the walkpaths and utilization of the spaces, the target audiences
we aim to move, and the spaces designated for branding and storytelling with
multiple budget options for how and where they will be incorporated through
design within the space.

5. Sketches. Advent will collaborate with the Mays Business School team to
determine five top priority areas. Advent will then provide one high-level concept
sketch for each of these five areas using key elements and themes that come
out of our StoryMining™. Sketch revisions and refinement will take place as part
of a future Conceptual Design agreement as directed by Mays and based on this
Feasibility Study.

6. Donor Recognition System. Advent will develop a tiered donor recognition
system that ties a visual, architecturally integrated treatment honoring the gift,
based on the size of the gift. Typically, there are three levels to this system. The
highest level is for key donors on the project, while the next levels down provide recognition opportunities for the larger number of smaller donations.

Donor Marketing Materials

1. **Donor Marketing Materials.** Advent will work a budgetary allowance to develop collateral that supports the fundraising efforts of the Mays Business School. These materials can be in the form of digital renderings, print collateral, or the use of audio/video immersive technologies that move donors to support the Mays Business School vision. The allowance for this service is not to exceed $100,000 and each deliverable will be authorized by written approval from the Mays Business School.

Schedule

Advent will provide a detailed schedule once the project has been kicked off with all project stakeholders. The detailed schedule will include milestones for both Advent and the Texas A&M Mays Business School team to meet in order to meet the deadline for the overall project.

Terms

1. **Feasibility Study Fees:**
   a. Fee for the defined Feasibility Study Deliverables: $50,500.00.

   b. Twenty-five percent, $12,625.00, of the fee is due upon signed acceptance of this proposal.

   c. The remaining seventy-five percent, $37,875.00, plus any fees for additional services or change orders, will be invoiced monthly based on progress of work performed.

2. **Donor Marketing Materials Fees:**
   a. The Not-to-Exceed budget for the Donor Marketing Materials is: $100,000.
      i. At Mays request for any of the marketing materials identified in Donor Marketing Materials, Section 1, Advent will submit a proposed Scope and Price for each request.
      ii. Upon Scope and Price approval, Advent will submit an invoice for an initial down payment and subsequent invoices pursuant to monthly progress billing.

3. **Travel.** All actual travel fees for this project are to be reimbursed by Texas A&M; travel will be invoiced as incurred. The travel fees for this feasibility study proposal are not to exceed $10,000.00, which includes three (3) trips with up to four (4) people per trip. However, Advent will only bill actual travel expenses.
4. Procedures and Changes in Scope. Advent will design this project in a way that faithfully expresses the Mays Business School brand. If there needs to be a change in scope, Advent will submit a Change Order that lists the additions or deletions, as well as the impact of the change on deadlines and fees. If the change order is approved, it will be added or subtracted from the deliverables or scope of the project, and any changes in deadlines or fees will be honored by all parties.
AUTHORIZATION TO PROCEED

A signature below authorizes Advent to begin work on the deliverables set forth in this Agreement. Advent agrees to abide by any policies already in place regarding billing, travel, reimbursable expenses and other standard procedures.

For Advent LLC

[Signature]

Date: [5/1/2018]

Robert C. Bounds
Director, Procurement Services

For Texas A&M University

[Signature]

Date: [5/7/2018]

Contact Info for Payment:
Please provide a contact in Accounts Payable for setting up POs and Invoices:

Name: 
Email: 
Phone: 