



## **RFI # R0001 – Internal Communications Software Solutions**

### **Description**

#### **Overview:**

This Request for Information (RFI) is issued by the Fashion Institute of Technology (hereinafter referred to as "FIT") to collect detailed information on available internal communications software solutions. The purpose of this RFI is to explore existing software systems that can effectively manage various aspects of email communications at the Fashion Institute of Technology and including but not limited to, creating, managing, tracking, scheduling, and analyzing email campaigns across the campus community. FIT is interested in identifying software solutions that are highly customizable, secure, and capable of integrating seamlessly with other existing systems.

#### **Background:**

The Fashion Institute of Technology is a community college under the State University of New York. The College is a specialized college of art and design, business, and technology devoted to preparing students for careers in fashion, design, and its related professions and industries, and providing leadership preparation and a full range of liberal arts courses, as well as counseling and placement services, extracurricular activities, and access to the cultural life of New York City. The College has five academic divisions: Art and Design; Business and Technology; Liberal Arts and Sciences; and Graduate Studies; and Continuing and Professional Studies. The College occupies buildings located on a two-block square campus bounded by Seventh and Eighth avenues and West 26th to 28th streets in the Borough of Manhattan.

Founded in 1944 as the answer to the recognized needs of the fashion industry for professionally prepared people, the College is a unique institution. In 1951, the College became one of the first community colleges under SUNY empowered to grant an Associate in Applied Science degree. In 1975, an amendment to the education law of New York State was approved, permitting the College to confer Bachelor of Fine Arts and Bachelor of Science degrees. Four years later, another amendment was approved authorizing the granting of master's degrees.

#### **General Information:**

This RFI serves as an opportunity for different vendors to introduce their internal email platform software systems, share their expertise, and provide recommendations on how FIT can leverage the existing advanced technology in this area of expertise. FIT seeks to gather information that will help us understand the capabilities, features, scalability, and costs associated with potential email platform software systems, enabling the College to make an informed decision in line with its strategic objectives and communications needs.

#### **Scope:**

This Request for Information (RFI) is intended to gauge the interest and gather insights from experienced vendors of internal communications email software. The goal is to explore new technologies and solutions available in the market that can streamline and enhance the Internal communications processes at Fashion Institute of Technology. Vendors are encouraged to provide detailed and creative responses to the questions within this RFI, showcasing their system's capabilities, limitations, and unique features. We are particularly interested in understanding how your platform can address the specific needs of a large and diverse college campus environment. Additionally, vendors should highlight their experience in delivering similar solutions to institutions with comparable communication capacities and requirements.



Vendors responding to this RFI are expected to fulfill the following: i) provide accurate, complete, and up-to-date responses to all sections of this RFI, ii) clearly indicate where features are currently available, under development, or unavailable, iii) identify any third-party products or services included in your solution.

Vendors are encouraged to provide additional supporting documentation such as case studies, white papers, or platform screenshots if relevant. In addition, the vendors should indicate clearly any assumption or prerequisites for their platform's performance or deployment.

Key Events:

|   |                            |
|---|----------------------------|
| RFI Released                              | 12/5/2025                  |
| Questions due date and time               | 12/12/2025 12:00 PM<br>EST |
| RFI response/submission due date and time | 1/5/2026 12:00 PM EST      |

FIT reserves the right, in its sole discretion, to modify the above schedule. Vendors will be notified via email of any changes in a timely manner.

Vendors Questions:

Any Questions regarding this RFI should be submitted [purchasingbids@fitnyc.edu](mailto:purchasingbids@fitnyc.edu). Submitters should make efforts to ensure all questions are submitted no later than the questions date listed in the Key Events section, as questions received after the closing date for questions may not be responded to prior to the RFI due date.

It is the responsibility of the Submitter to inquire about any requirement of this event that is not understood.

Answers to your questions shall be provided by **December 19, 2025** in the form of an Addendum and be posted on the FIT purchasing department website.

<https://www.fitnyc.edu/about/administration/finance/purchasing/current-bids.php>

All addendums must be signed and submitted with your submission.

Contact Information:

Sam Li

Director of Procurement Services

Phone: 212-217-3630

Email: [purchasingbids@fitnyc.edu](mailto:purchasingbids@fitnyc.edu)

Review of RFI responses:

RFI responses will be reviewed by the requesting College business unit and Procurement department. The vendor(s) may be invited to provide a live demonstration/product presentation of the proposed platform and this will be decided upon review of the received RFI responses. FIT will notify the vendors and schedule the time, location and format. All costs associated with the vendor's attendance will be



borne by the vendor. Ultimately, the information provided may be reflected in a Request for Proposal (RFP) that FIT may issue in the future.

Vendors' response may address all the questions asked in this RFI or the portions of the questions that are relevant to the vendor's specific technology offerings. (Questions can be found on page 4 of this document)

Responses should be provided within the document directly below each question, maintaining the original formatting of this document. Please rename this document with the following naming convention: RFI# R0001\_ *VENDOR NAME*).

If any of the information in the vendor response is considered confidential, proprietary, or a trade secret, it must be clearly indicated on the appropriate page of the vendor response. Release of such materials is governed by the NYS Freedom of Information Law, which in pertinent part requires the requester to provide specific justification as to why disclosure of particular information in the response would cause substantial injury to the competitive position of the vendor.

**NO AWARDED CONTRACT WILL BE ISSUED FROM THE RFI PROCESS.** Submitting a response to this RFI is voluntary. Submitted RFI's responses will in no way bind FIT or any other agency to any purchase for any reason. The RFI is for informational gathering purposes only. All information provided by Submitters will be at no cost and without obligation to FIT.

Reserved Rights:

FIT Reserves the right to:

Withdraw this RFI at any time, at FIT's sole discretion.

Prior to the RFI opening, amend the RFI specifications to correct errors of oversights, or to supply additional information, as it becomes available.

Request clarifications from Submitters for purposes of assuring a full understanding of their responses.



**Questions:**

Explain how governance works.

- Can different departments have their own folders and templates?
- How many seats/logins come with a basic account?
- Is there a built-in approval workflow/process?
- Is there a built-in calendar for scheduling emails to help administrators avoid overlap, etc.?

What kind of metrics can we expect on emails beyond open rates and clicks? On individual users? Overall? Over time?

Can your platform create templated, branded emails?

Can your emails track compliance? Continue to send emails to a user until they have clicked a link/performed a task?

Does your software interact with the enterprise resource planning system Ellucian Banner and other CRMs?

How many higher education clients do you have?

Do you offer an intranet or communication hub product?

Does your internal email product require we purchase your intranet product in order for either to function at peak performance?

Does your product integrate well with the Google Workspace? Better or worse than with Microsoft 365? What if we transition from one to the other at some point?

Do you offer the ability to send SMS messages?

Is your software WCAG and ADA compliant? Are all of your email templates compliant?

What is your environmental structure in terms of hosting platform?

How do you ensure availability during local or regional disasters or disruption of services from cyber attacks or hosting provider outages?

Can you describe your cyber security policy and practices?

What other services or add-ons does your company offer?

Do your email templates for internal emails exclude the unsubscribe feature?

Does your platform have any AI features or are you planning AI features in the future? And if so, would FIT prompts or responses go into a non-private knowledge base or be used in any other way for you or other clients?

Are your products or services available through NYS OGS, DCAS, GSA, SUNY, or cooperative contracts such as E&I Cooperative, OMNIA Partners, or TIPS?