



ELIZABETH CITY STATE UNIVERSITY

FOUNDED 1891

Elizabeth City State University Branding Consultant

Project Description

The Flight School will further the mission of Elizabeth City State University by providing a much-needed state of the art, iconic building to house the Department of Aviation and Emergency Management on campus. The Aviation Program includes Avionics, Aviation Management, Flight Education, Professional Aeronautics/Air Traffic Control, and Unmanned Aircraft Systems concentrations. As the only four-year collegiate aviation education program in North Carolina, ECSU offers a Bachelor of Science degree in Aviation Science and is certified by the FAA as a Part 141 Flight Training Program. It will be a catalyst for transforming the aviation science program at Elizabeth City State University. Located in the heart of the STEM precinct of campus and will border the Academic Green, it serves as a crossroads for campus connectivity and student learning. The Flight School will be an inspiring, flexible model for academic and research creativity that is focused on collaboration, discovery, and transfer of knowledge.

The building design will promote creativity and collaboration and will showcase and celebrate the aviation science program at Elizabeth City State University. The building will be approximately 56,000 gross square feet (GSF) comprised of specialty classrooms, lab spaces, indoor drone flight pavilion, flight simulator lab, conference center, grab and go cafe, collaboration/study space, and office space.

Display Project Goals

- The new Flight School building is currently under construction to include multiple opportunities and locations for displays that will “tell the story”, of Aviation and different programs throughout the building. LS3P is the architect and Muter Construction is the CMR. Content may be presented in multiple formats including, but not limited to static graphics, exhibits, digital displays, and/or interactive digital displays and donor recognition. The goal of this project is to engage a branding consultant to work with the Flight School Working Group. There will be at least one design charette with students, faculty, and the Flight School Working Group. The selected firm would be asked to provide conceptual themes and design strategies, detailed construction documents, bid/construction phase services, content management systems & AV Integration for all static and interactive “exhibits” to be installed in the new building.
- There are 6 “**Aviation**” thematic areas that could potentially offer meaningful content for the New Flight School Building as follows:
 - Commercial Aviation – Passenger Airlines, Cargo/Freight Airlines, and Charter Services
 - Military Aviation – USCG, Army, Navy, Air Force, and Marines
 - Unmanned Aviation – UAV/UAS, UAM and AAM
 - General Aviation – Private Flying, Business Aviation, Aerial Work, and Flight Training
 - Aerospace Manufacturing & Support – Aircraft Manufacturing, Engine and Components, Avionics and Systems, and MRO
 - Infrastructure & Support Services – Airports, ATM, Regulatory and Safety Agencies
- Other opportunities for display content includes (but are not limited to) the following:
 - The Local History of Aviation: First in Flight, USCG, and Naval Air Station Weeksville, etc.

- **“Emergency Management Streetscape”**: Graphic of cityscape in indoor Drone room.
- **Donor Recognition: Interior** & exterior donor naming opportunities and related recognition.
- **Building Dedication**: Recognition plaque, identifying key team members and BOT members, dates, etc.
- **Program Displays/Exhibits**: Branding displays could be considered for Office of University Interdisciplinary Programs, BIT (Biotechnology) Program, Integrative Sciences Initiative, “Wicked Problems” – Wolfpack Solutions and others
- **Existing Content**: The University has existing content (displays, exhibits, art, etc.) that the consultant should inventory and determine (based on University feedback) what “high priority” items should or could be incorporated (and likely re-imagined) into the new Flight School.

Project Schedule

Construction Start: August 2025

Construction Completion: June 2027

Critical Selection Factors

Interested firms can participate in the process by submitting a written proposal. Please note that only electronic copies of the proposal, submitted via email to the Project Manager, are requested. The criteria listed below shall be included in the proposal. The total submittal, including letter of interest, is limited to 15 pages. Both sides of the sheet may be used for a total of 30 pages.

Firms are requested to assure receipt of proposals at the email address listed below by **2:00 pm on March 13, 2026**. Proposals may be submitted electronically to aebrooks@ecs.edu.

1. Adequate staff and proposed consultant team
2. Proposed design process, approach or methodology.
3. Experience and expertise in the project type and scope.
4. Past performance on similar projects
5. Experience in a University context.
6. Current workload and State projects awarded.
7. Recent experience with project cost estimates and schedule adherence.

Project Budget/Cost Estimating:

The budget has yet to be determined therefore, part of the project scope will include establishing budgets and projected cost of work estimates. The selected company will recommend prioritizing phasing scenarios based on available funds set by the University.

Selection Process

Following the receipt of proposals, a University Interview Committee will shortlist, interview, and select a Branding Consultant.

Schedule:

Firm Interviews (In Person): March 2026

Scoping Meeting: March 2026
Submit Fee Proposal: April 2026
Exhibit Installation to be completed by July 2027

Team Members:

- ECSU Design and Construction
- ECSU Communications and Marketing
- ECSU Academic Affairs
- ECSU University Advancement
- ECSU Flight School Working Group

Questions/Proposal Submittal

In order that the selection process be as objective as possible, do not contact members of the Board of Trustees, or any university officials other than the project manager. All questions must be submitted electronically in writing at aebrooks@ecsuh.edu by 5:00pm March 4, 2026, and will be answered via email by March 6, 2026.

All project submittals are to be directed to:

Amanda Brooks
Elizabeth City State University
Design and Construction
Phone 919-413-3566
aebrooks@ecsuh.edu