

**Request for Proposal (RFP)  
For  
Association Management Company**

**Release Date: August 21, 2023  
CLOSING DATE AND TIME September 22, 2023 at 5 PM ET**

**Issued by  
National Association of ESEA State Program Administrators (NAESPA)**

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## **I. Introduction**

The National Association of ESEA State Program Administrators (“the Association”) is a membership organization made up of State ESEA (Elementary and Secondary Education Act) program administrators and their staff from each of the states and territories, charged with managing their state federal education program. They ensure compliance with federal regulations, but more importantly work to see that all children — especially those living in economically disadvantaged conditions — have the opportunity to receive a high-quality education. The Association provides a range of information and professional development services for its members. Membership in the Association is open to any individual state department of education staff who are involved in managing their state’s federal education programs.

Federal programs are required to coordinate and collaborate to maximize effectiveness and impact on achievement, and the Association is dedicated to improving and implementing these federal education programs so that more children reach their academic potential. One of the Association’s most important activities is the annual National ESEA Conference. The Conference is intentionally aimed at coordination among federal education programs under the Elementary and Secondary Education Act (ESEA) and other federal programs. The conference brings together attendees and presenters from across the country, from state education agencies, local education agencies, non-profit organizations, colleges and universities, and more.

The Association seeks the services of an association management company (a “Vendor”) to manage the Association’s work and produce the National ESEA Conference. The Vendor selected must be highly skilled and capable of working effectively with the Association’s Board of Directors and be subject to their direction but without direct supervision. This Request for Proposal (RFP) explains the requirements, expectations, proposal requirements, and process for selection. The Association anticipates that this competitive process will yield several qualified Vendor bidders. Throughout the process, the Association will protect proprietary information to the extent possible and asks that Vendors submitting proposals confine their communications to the Association, and not other bidders. We will maintain confidentiality and expect bidders to do the same.

Thank you for your interest in working with the Association.

## II. Estimated Schedule of RFP Activities

The following table presents the anticipated schedule for major activities associated with the RFP. The Association reserves the right to change the Schedule of Activities at any time, including the associated dates and times. The Association will do its best to communicate changes in a timely manner so Vendors submitting proposals are on notice and have an opportunity to adjust to their responses.

<b>Anticipated Schedule of Activities</b>	
<b>1. Release of RFP</b>	Aug. 21, 2023
<b>2. Vendors' Written Questions due by 12:00 PM ET</b> Vendors are encouraged to submit written questions about the RFP to the Association by email. All questions must be submitted to <a href="mailto:NAESPA.RFP@gmail.com">NAESPA.RFP@gmail.com</a> on or before the question submission deadline.	Aug. 28, 2023
<b>3. Association's Response to Vendors' Written Questions</b> The Association will respond to salient questions in writing by posting the questions and responses to <a href="#">the Association web site</a> .	Sept. 5, 2023
<b>4. Proposals due by 5 PM ET</b> Proposals must be submitted electronically to <a href="mailto:NAESPA.RFP@gmail.com">NAESPA.RFP@gmail.com</a> , preferably as a single PDF email attachment. If a Vendor's proposal PDF file is too large to submit as an email attachment, the Vendor may instead email a link to download the proposal PDF.	Sept. 22, 2023

## III. Proposal Submission Checklist

Use the following checklist to ensure the Vendor has included all required parts with the RFP submission. If any items are missing, the Association may decide not to consider a Vendor's proposal.

- Transmittal Letter**
- Services Plan** (to include the following sections):
  - Scope of Work checklist
  - Executive Summary
  - Company Background
  - Implementation Plan
  - Technology Plan
  - Timeline
  - Disaster Recovery Plan
  - Turnover Plan
  - Security Plan
  - Value-Added Services

- Cost Worksheet** (Pricing should only be discussed in the cost worksheet)

Please remember to compile all three required parts into one pdf file before sending. If a Vendor's proposal PDF file is too large to submit as an email attachment, the Vendor may instead email a link to download the proposal PDF.

#### **IV. Transmittal Letter**

The transmittal letter must be on the Vendor's letterhead and signed by an authorized agent. The transmittal letter must include the following:

1. The name, address, telephone number, and email address of the contact person for this RFP
2. The name, address, telephone number, and email address of the contact person to serve as a point of contact for day-to-day operations
3. Address of the Vendor's principal business address if different from its contact office address
4. Any subcontractor information, including the name of company, address, telephone number and contact name, if applicable
5. Federal Tax ID
6. Business license and proof of all applicable insurance

#### **V. Services Plan**

Submit the information required in the following sections on the Services Plan template. The template was provided with [the RFP materials](#).

##### **A. Scope of Work checklist**

The Vendor selected will provide all necessary personnel, equipment and materials to accomplish the following work. On the Services Plan Template described above, check each box to indicate whether your organization can provide each service. The checklist below contains the same indicators as on the template and is provided for review purposes.

##### **Association and Board of Directors Support**

- Advise the Board on nonprofit organization matters, calling on professional legal advice as needed

- Maintain official records and documents, supervising compliance with 501(c)(3) requirements
- Facilitate election of officers in accordance with accepted parliamentary procedures and the association's by-laws
- In conjunction with the Board, maintain and update all necessary policies and procedures
- Ensure appropriate insurance coverage is maintained for the Association and Board
- Working under the direction of the Vice President and Membership Committee, maintain database of all Association members
- Develop and manage all membership categories, including collection of dues, as appropriate
- Provide staff support to each committee and subcommittee identified in the annual Strategic Plan
- Contract with legal firm to provide analysis of current ESEA related government activities for members

### **Technology and Education**

- Maintain dedicated telephone and fax lines for the Association, staffed Monday through Friday
- Maintain unlimited video and conference calling capabilities
- Host webinars on topics selected by the membership
- Maintain the Association's website including sections for each committee and subcommittee
- Provide electronic access to appropriate Association materials to all members
- Plan and produce up to six webinars annually on topics of interest to members
- Working under the direction of the President-elect and Conference Planning Committee, maintain On Demand video offerings, including National ESEA Conference sessions and other new content, as available
- Use the online management system owned by the Association to coordinate all aspects of the Association's activities: member management, communications, resources sharing, event registration, dues collection, video offerings, etc.
- Negotiate with, and manage the work of, outside contractors to maintain and upgrade the Association's proprietary online management system as directed by pertinent committees or the Board

### **Communications**

- Jointly with the President and Board, conduct official correspondence of the Association

- Send emails and newsletters to Association members, as needed
- Publicize the activities and programs of the Association, its mission and goals through informational and marketing emails to the 10,000+ website users.
- Develop and maintain strong working relationship with U.S. Department of Education and Congressional offices
- Working under the direction of other Committees, as appropriate, plan and produce publications, coordinating the efforts of outside contractors to conceptualize, write, edit, design and distribute

### **Financial Management**

- Receive and deposit all Association revenue, providing online reports accessible to Finance Committee members for transparency
- Receive and pay all Association bills in accordance with official Association finance policies and within approved budget parameters
- Conduct monthly bank account reconciliations, finance report preparation, and monthly financial reviews with Treasurer / Finance Committee
- Prepare the annual budget in conjunction with Treasurer / Finance Committee and Board
- Work directly with Finance Committee to monitor and advise the Board concerning appropriate investment vehicles for Association funds and annual tax preparation and review
- Coordinate and participate in regular audits of the Association's finances and provide reports to the Board on results
- Provide online access to the Association's accounting software available 24/7 to authorized officers

### **National Conference and Other Association Events**

- Work directly with the President-elect and Conference Planning Committee to plan and produce the annual ESEA National Conference within approved budgets. In most cases the conference will be a hybrid event with concurrent in-person and virtual attendance. Responsibilities include:
  - Designing the Conference
  - Establishing schedules, deadlines and procedures
  - Marketing the Conference via the website, emails and social media
  - Negotiating and managing the work of all facilities and required subcontractors using the Association's established financial procedures
  - Designing and producing Conference materials
  - Managing the presentation proposal process, including the selection and contracting process

- Producing and managing exhibitor and sponsor activities
- Managing conference registration using the Association's online management system
- Establishing and managing the Conference budget to ensure adequate resources are available to fund the Association's other programs
- Managing hotel room blocks to minimize possible attrition fees
- Providing all required staffing to manage the event onsite and online
- Selecting, configuring, designing, and managing the online portion of the event using a 3rd party event platform
- Work directly with the Vice President and Membership Committee to plan, organize, and produce an annual in-person summer membership meeting and a winter membership meeting, which may be in-person or remote, as directed
- Work directly with the President and President-elect to plan and produce the annual Board Strategic Planning meeting
- Work directly with the President and Board of Directors to plan and produce monthly electronic board meetings
- Negotiate and manage the work of all contractors required to accomplish each of the above within approved budgets
- Create, distribute and store all necessary documents and materials for each of the above
- Ensure that all meetings, conferences and other events support the approved Strategic Plan and stay within approved budgets

**B. Executive Summary**

The executive summary should be no more than two (2) pages and should highlight the major features of the proposal. An evaluator should be able to determine the essence of the proposal by reading the executive summary. Include a description of customers that are similar to the Association in size and the scope of service provided. Also, identify the single point of contact for the contract, if awarded. The point of contact should be an experienced account manager with authority to make decisions on behalf of the vendor relative to day-to-day operations and needs of the Association.

**C. Company Background**

Provide a description of the Vendor's company information, including:

- a. Date established
- b. Ownership (e.g., public company, partnership, subsidiary): If a Vendor is owned or controlled by a parent company, the name,

main office address, and parent company's tax identification number should be provided in the proposal.

- c. State in which the Vendor is incorporated.
- d. Organizational chart depicting the Vendor's organization in relation to any parent, subsidiary, or related organization.
- e. Staffing chart for delivering the services in Vendor's proposal.
- f. Number of employees and resources that will be dedicated to this project.
- g. Names and resumes of Senior Managers and Partners who would be involved with the contract.
- h. Office location(s) responsible for the proposed tasks.
- i. Evidence of financial stability and the necessary infrastructure to provide the services described in the Vendor's proposal, including audited financial statements or similar financial statements for the last three (3) years.
- j. A description of pending litigation or past litigation involving Vendor's services in the last 10 years, including details of any pertinent judgment, criminal conviction, investigation, or litigation pending against the Vendor or any of its officers, directors, employees, agents, or subcontractors within the last ten (10) years related to the services and/or products solicited in this RFP. If there is no litigation to report, provide a statement of such. The Association reserves the right to reject a proposal solely on the basis of this information or failure to disclose this information.

**D. Implementation Plan**

Explain how the Vendor would begin to provide the services in the Scope of Work checklist.

**E. Technology Plan**

Explain the technology the vendor will use to provide the services in the Scope of Work checklist.

**F. Timeline (with Milestones/Deliverables)**

Provide a timeline for full implementation, including milestones and deliverables such as the national ESEA conference.

**G. Disaster Recovery Plan**

Describe the Vendor's disaster recovery and business continuity solutions and what systems and processes would be put in place to ensure continuity of services in case of a disaster.

**H. Turnover Plan**

Include a turnover plan, to be executed upon contract termination, detailing how the Vendor would transfer files and information upon



termination of the contract. An organized transition that ensures the continuity of the Association's operations is of the essence.

**I. Security Plan**

Describe the Vendor's security plan to ensure data privacy.

The Vendor's technology operations must be resistant to security threats such as denial of service, data breaches, and data corruption/loss.

**J. Value-Added Services**

Describe any additional services the Vendor could provide beyond those described in the Scope of Work checklist.

**VI. Cost Worksheet**

Provide the costs for the Scope of Work as instructed on the **Cost Worksheet**, which was provided with [the RFP materials](#).

Costs for developing the proposals are solely the responsibility of the bidders. The Association shall not provide any reimbursements for such costs.

Cost bids must be developed independently without comparing pricing with competitors.

Vendors may only submit one proposal each; alternate proposals are not allowed.

**VII. Proposal Submission**

The complete proposal (transmittal letter, services plan, and cost worksheet) is due by 5 PM ET on Sept. 22, 2023. Proposals must be submitted as an attachment to an email sent to [NAESPA.RFP@gmail.com](mailto:NAESPA.RFP@gmail.com). If a Vendor's proposal PDF file is too large to submit as an email attachment, the Vendor may instead email a link to download the proposal PDF.

**Disposition of Proposals**

All proposals become the property of the Association. The successful proposal will be incorporated into the resulting contract. Disposal of unsuccessful proposals shall be at the discretion of the Association.

**Rules for Withdrawal of Proposals**

Prior to the date specified for receipt of offers, a submitted proposal may be withdrawn by electronic or written notice by submitting a signed written request for its withdrawal to [NAESPA.RFP@gmail.com](mailto:NAESPA.RFP@gmail.com).

**The Association’s Right to Use Proposal Ideas**

The Association shall have the right to use all system ideas, or adaptations of those ideas, contained in any proposals received in response to the RFP. Selection or rejection of the proposal will not affect this right.

**VIII. Proposal Evaluation**

The Association shall conduct a comprehensive, fair, and impartial evaluation of all proposals. The Association may reject any proposal that is incomplete or in which there are significant inconsistencies or inaccuracies.

The Association has established a Proposal Evaluation Committee to review, evaluate and verify information submitted by a Vendor.

Each Vendor is responsible for submitting all relevant, factual and correct information with their proposal.

The Association will evaluate the proposals by assigning scores as indicated. Past performance of vendors also will be considered.

<b>Criteria for Evaluation of the Services Plan</b>	<b>Maximum Possible</b>	<b>Points</b>
Scope of Work Checklist	5	
Executive Summary	5	
Company Background	5	
Technology Plan	5	
Implementation Plan	5	
Timeline to Include Milestones/Deliverables	5	
Disaster Recovery Plan	5	
Turnover Plan	5	
Security Plan	5	
Value Added Services	5	
<b>Maximum Points Possible</b>	<b>50</b>	

**Cost Worksheet Evaluation**

<b>Criteria</b>	<b>Maximum Points Possible</b>
Cost Worksheet	50
<b>Maximum Points Possible</b>	<b>50</b>

### Vendor Demonstration/Presentation Evaluation, if required

Criteria	Maximum Points Possible
Vendor Presentations/Demonstrations  The Association may require Vendors to present or provide a demonstration of their proposals through video conferencing or conference call. If this is required, the Association will notify Vendors.	50
<b>Maximum Points Possible</b>	<b>50</b>

Criteria	Maximum Points Possible
<b>Services Plan</b>	50
<b>Cost Proposal</b>	50
<b>Vendor Demonstrations/Presentations, if required</b>	50
<b>MAXIMUM POINTS POSSIBLE</b>	<b>150</b>

## IX. Negotiations

The Association reserves the right to negotiate a contract with the top-ranked Vendor. In the event the Association cannot reach agreement with the top-ranked Vendor, it may proceed to negotiate with the next highest ranked Vendor, and so on. It is the Association's intent to award a contract to the Vendor with whom successful negotiations are completed.

## X. Link to Proposal Documents

The following RFP documents are available on [the RFP web page](#):

- A. This RFP solicitation
- B. Services Plan Template
- C. Cost Worksheet