



October 21, 2006

Greetings:

Enclosed is a request for proposals to provide management and support for a newly forming Leadership and Management Institute designed for communications and information technology professionals. Initially, this Institute will be open to professionals working in the land-grant university system and our partners in the USDA.

The Institute is sponsored by the Association for Communication Excellence (ACE.) Partners in development include the American Distance Education Consortium (ADEC) and representatives of the National Extension Technology Conference (NETC).

Our goal is to find a suitable institutional home for the Institute. We are looking for an institution that can provide technical hosting support as well as an individual who can devote one-fourth time to serving as Institute director.

Although it will make for a more competitive proposal if the hosting institution and the home institution for the director are the same, that is not a requirement. Please feel free to coordinate and collaborate with individuals or other institutions in developing your proposal in ways that will best enable you to provide the required services.

The response deadline is December 15, 2006.

If you have questions, please visit <http://extension.oregonstate.edu/leadme> where you will find a box in which to write your question. We will answer your question in a posting to that site and notify you by e-mail, along with others who have submitted questions, so the responses will be available to all.

Thank you for your interest.

Leadership and Management Institute  
Management and Evaluation Team

Kris Boone, Kansas State University  
Steve Dodril, Oregon State University  
Scott Fedale, Washington State University  
Dave King, Oregon State University  
Tom Knecht, Mississippi State University  
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## **Request for Proposals**

### **Management and Logistic Services for the Communications and Information Technology Leadership and Management Institute**

SUBMISSION DEADLINE: December 15, 2006

#### **Objective**

The Management and Evaluation Team responsible for developing a new Communications and Information Technology Leadership Institute seeks proposals from qualified, experienced individuals or organizations to provide management and logistic services. Those services include a 0.25 FTE Institute Director; registration and financial operations; logistic and technical support; marketing and promotion; and evaluation.

#### **Overview**

The Association for Communication Excellence in Agriculture, Natural Resources, and Life and Human Sciences (ACE), in partnership with other organizations, is developing a focused leadership/management Institute to help communicators and information technologists develop the vision, leadership abilities, and management competencies to provide excellent leadership and expertise to the organizations they serve.

#### **Institute Goals**

- Ensure a cadre of innovative communicators and technologists well prepared to provide leadership in meeting the demands and expectations of their colleges and universities.
- Provide growth and advancement opportunities for communications and technology professionals.
- Advance the capabilities of individual professionals and consequently improve the communications and technology professions.
- Improve the standing of communications and information technology fields by developing professionals who effectively articulate the value and direction of these fields.

#### **Program Delivery**

The Institute will operate on a one-year cycle coordinated with ACE annual conferences. The program will be initiated with the induction of a new class of participants on June 19–21, 2007, immediately following the 2007 ACE annual conference. A three-day, midyear session will be conducted at a time and place to be determined. The third and final session will be conducted on June 9–10, 2008, immediately before the 2008 ACE conference, and a graduation ceremony will be held during that year's conference. Class size is expected to be between 15 and 25 participants.

The learning outcomes identified above will be grouped in three teaching modules. The rationale for ordering the modules this way is to activate the participants' prior knowledge developed from experience

or interest in managing projects or people and to give them early success. The modules and experiences continue to build toward understanding of larger organizational issues. The three teaching modules will be

**Module 1 — “Managing Resources”** — incoming two-day class session following the ACE 2007 meeting.

**Module 2 — “Plan and Manage Strategically”** — three-day midyear session in a retreat setting.

**Module 3 — “See the 'Big Picture'”** — two-day session before the ACE 2008 annual meeting.

Three specific experiential learning components are expected to be included in the Institute. First, the learners will complete an individual project that they will propose 30 days following Module 1. They will work on this project throughout the year while in the program. Second, learners will be expected to negotiate with their administrative heads the opportunity to participate in administrative meetings at the home institutions, providing them with local mentoring and insight into institutional issues. Third, small groups will conduct a case study project during the midyear meeting.

Additional experiential learning opportunities will be provided throughout the modules and through on-going interaction via various distance technologies, enabling the interaction to carry on throughout the program and beyond.

## **Management and Logistic Services Sought**

Successful respondents to this request for proposals will be able to provide some or all of the following five categories of services. Proposals will be considered from respondents who are able to provide one or more types of services. The Institute Director may be allied with or separate from the organization offering other categories of service, but preference will be given to proposals that integrate the Institute Director role with the proposals for logistic and technical support.

**1. Institute Director.** An individual with management experience is needed to serve as Institute Director. The director will devote 0.25 FTE (full-time equivalent) of his or her time to providing day-to-day management of the Institute and will be responsible for overseeing and coordinating the services identified in the numbered items below. This individual will report to the Institute’s Management and Evaluation Team.

**2. Registration and Financial Operations.** Services required are to accept applications from potential participants, submit them to the Management and Evaluation Team for review and acceptance, and register the successful applicants. The registration process will include developing Web forms that capture all necessary information about the participant, accepting registrations and fee payments via a secure Web site, and sending confirmation of registration and payment receipt to the registrants. Financial services will include establishing an account for the Institute under the auspices of the ACE parent organization, depositing registration and other income into the account, issuing payments from the account as authorized by the Management and Evaluation Team, and providing monthly, quarterly, and annual reports to that team.

**3. Meeting Logistics.** Services to be provided involve planning, coordinating, and overseeing arrangements for the Institute’s three face-to-face learning sessions to be held during the program year. As described elsewhere in this document, the first and last of those meetings will be held in conjunction with annual ACE meetings. Services to be performed include coordinating meeting space and technology support with the groups planning the annual ACE meetings and with managers of the facilities in which those meetings are held.

The midyear meeting will be held independent of other meetings at a time to be determined by the content providers and the Institute's Management and Evaluation Team, most likely in November or January. Services required are (1) identifying potentially suitable meeting locations and negotiating favorable rates with possible providers of lodging and meeting space for approval by the Institute Management and Evaluation Team, (2) arranging for meals and breaks, and (3) ensuring that the desired technology support will be available. The successful respondent will be expected to be on site at least one day in advance of and throughout the course of the three-day midyear session to resolve any space, food, technology, or other issues that may arise and will be responsible for verifying and resolving any discrepancies in invoices for lodging, meals, meeting space, technology services, and other expenses.

**4. Logistic and Technical Support.** Services required include creating a virtual learning environment through which Institute participants and the training providers can interact freely during the times between face-to-face sessions. The technologies provided for the students shall include 24/7 chat space; an interactive IP videoconferencing network connecting systems at the participant's home institutions; IP-based Web conference capability that includes video, chat, PowerPoint, and interactive whiteboard space; up to 25 e-mail listservs, a web site and server where archives of the "virtual" training sessions and asynchronous learning modules are stored for use by institute participants.

Also required is a staffed help desk to assist participants with the use of technology. The help desk is to be staffed during normal business hours and on-call at other times (excluding Sundays and federal holidays.)

**5. Marketing and Promotion.** Develop and implement a marketing plan for the Institute that will ensure clear communication to potential participants and stakeholders.

Potential services required include, but are not limited to, a web site to list all course offerings with descriptions; e-mail for promotional messages sent to targeted listservs; support for the creation of an electronic marketing brochure describing the Institute and its services, and mailing of the brochure to provided mailing lists; and a staffed, toll-free phone line to handle inquiries about the Institute and its offerings.

**6. Evaluation Services.** Successful respondents will also present a plan and schedule for evaluating the effectiveness of Institute offerings and detailed recommendations about how changes to the curricula should be implemented.

## ***Proposal Preparation and Submission***

### **Proposal Content**

Proposals must include an itemized list of services to be offered, fees to be charged, and the method of determining those fees.

Proposals may address the entire range of services or a subset of those services, depending on the capabilities and interest of the respondent.

Optional services not identified in this request for proposals (RFP) may be offered if their descriptions and fees are identified separately.

Respondents must include a description and costs for any travel that will be necessary in providing the services, as well as any costs for telecommunication, office supplies, and other miscellaneous expenses if not included in the base cost.

## **Selection Criteria**

Selection factors include

- experience and success with other similar projects
- expertise and ability to accomplish the required tasks
- understanding of specific issues unique to communications and information technology
- fees and the method of determining them

The Management and Evaluation Team will base its selection of service provider(s) on a number of factors and reserves the right not to accept the lowest cost proposal. It also reserves the right to provide feedback to respondents, arrange collaboration among respondents, and request the submission of revised “best and final” proposals within 30 days of notification.

## **Submission Procedure**

Proposals must be submitted electronically. Preferred formats are Microsoft Word, Acrobat PDF, or rich text format (RTF). Inquire before submitting proposals in any other format. Attachments should not exceed a total of 5 MB. Proposals may be accompanied by resumes, testimonials, and other supporting material in electronic form only. No gifts or other complimentary items will be accepted. Send proposals and supporting materials to [leadme@ext.msstate.edu](mailto:leadme@ext.msstate.edu) not later than **December 15, 2006**. The successful respondent(s) will be notified by February 1, 2007.

## **Additional Information**

For questions about Institute management and logistic services, contact

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For questions about Institute content, contact

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