



Request for Proposal for Association Management Services Issued by the Council of Educators in Landscape Architecture

The Council of Educators in Landscape Architecture (CELA) is seeking an Association Management Service or Executive Director to advance its mission to encourage, support and further education in the field of landscape architecture specifically related to teaching, scholarship, and public service.

Organization

Celebrating 100 years in 2020, CELA is comprised of over 93 institutions and individuals throughout North America, Australia, New Zealand, Europe, Asia, and the Pacific Rim who are dedicated to the preparation of landscape architects for global practice and educators with international perspectives.

CELA brings together the highest quality research in 12 scholarly tracks supporting faculty research related to teaching, public service and the practice of landscape architecture. The organization fosters communication and exchange of knowledge relevant to landscape architecture education and new curricula through a variety of outlets including an annual conference and several peer reviewed publications, web presence and digital media platforms. As academic and professional requirements shift, CELA also strives to facilitate collaborations and significant interaction among those involved in landscape architecture education.

The CELA Board of Directors includes 6 executive officers and 11 regional directors who have an annual budget of \$300,000. Reporting to the Board of Directors and working with CELA standing committees, the Executive Director will: **increase the visibility** of CELA through collaborations, conferences, publications, and innovative communications and marketing approaches; assist CELA President to implement priorities, **advance CELA's financial resource base** through member recruitment/renewals, propose revenue generating initiatives, development, fund raising and oversight of financial administration, and **guide the staff and board of directors** for long term strategic planning and member support.

Summary of Contract

Through a fair, open, and competitive bidding and application process, CELA is soliciting proposals from firms to submit proposals for a defined set of association management services (as advertised in the Request for Proposal for Association Management Services) and individuals capable of providing executive director services (as advertised in the Position Announcement for Executive Director) and described in the Scope of Services. Financial documents, bylaws, strategic plan, current contracts and samples of membership applications and conference materials available upon request.

Term of Contract

The contract will cover a two-year service period starting from date of hire in 2018. The contract will include a one year option to renew at the same service level and price for the contractual period of date of hire, 2021, by mutual consent between CELA and the Agency. The contract is non-exclusive; CELA need not be the Agency's sole client.

Proposal Submission Instructions

RFP responses shall be submitted via email as a single PDF document to the CELA President & Search Committee Chair: Charlene LeBleu at staff@theCELA.org
Subject line: CELA – Association Management Services Proposal.

Any and all questions regarding the RFP should be submitted via email to Charlene LeBleu, 2018 CELA President, at staff@thecela.org.

RFP Timeline

All deadlines are 5:00pm CST on the date specified.

Thursday June 28, 2018: Issue RFP

Thursday July 12, 2018: Intent to Propose deadline

- Agencies desiring to submit an Intent to Propose must do so via email to CELA's President by Thursday July 12, 2018.

Thursday July 19, 2018: Deadline to submit questions via email to the CELA President

- Questions will be accumulated and all responses will be shared by Thursday July 26, 2018 via email with Agencies who have communicated an intent to propose.

Thursday July 26, 2018: CELA President will issue responses to questions

Thursday August 16, 2018: Proposals due

Monday October 1, 2018: Anticipated commencement of contract

CELA may, at its discretion and as it deems necessary, conduct discussions with candidate Agencies. These discussions will be for the purpose of clarification to assure a full understanding of, and responsiveness to, the RFP requirements.

The goal of the RFP evaluation process is to select an Agency whose proposal is most advantageous to CELA's management and member operations, taking into consideration the qualifications, price, scope of services, and other factors set forth in the RFP. The ideal and qualified Agency will be invited to enter into a Letter of Agreement and subsequent contract according to terms outlined in this RFP.

RFP Submission Format

Proposals must include the following elements:

1. Description of the Agency and its qualifications. List of key Agency representatives and the experience.
2. A list of similar clients over the past 3-5 years with brief descriptions of services provided.
3. Name, title, and individual contact details for the person(s) submitting the proposal.
4. Detailed description of all services offered by the Agency. RFP's should at minimum include the services delineated under Scope of Services, but may include additional services offered by the Agency. If any services are optional and involve additional costs/fees, these should be listed.
5. Total fee for all services included in the proposal for the timeframe of the contract, per Scope of Services.
6. Service period.
7. Payment terms.
8. Assurance of agreement with terms specified for renewal options as described in this RFP, or alternatives for CELA to consider.
9. Accessibility times of the Agency, including days of the week, hours of the day, and communication methods.
10. Terms and additional fees, if applicable, for providing additional services not included in the contract that may arise.
11. Any other service qualifications, conditions, limitations to be considered for any contract that results if the Agency is selected.
12. 3-5 professional references from individuals or companies who have used your Agency's services.
13. Any other information about the Agency and its services relevant to the RFP selection process that may need to be included for reviewers' awareness (optional).