

**Request for Proposal (RFP)  
Certification Environmental Scan  
Institute of Food Technologists  
RFP issued on 12/11/2017**

**I. Introduction**

a. Purpose

- i. The Institute of Food Technologists (IFT) is seeking a research partner to conduct an environmental scan for its Certified Food Scientist (CFS) program, including determining market size and opportunities for growth as well as identifying the value proposition for multiple market segments:
  1. Gain a greater understanding of stakeholder needs by segment that is defined by geography, career stage, career type and other demographic information;
  2. Determine the actionable market size (i.e. pool of qualified and likely candidates) by segment;
  3. Measure awareness, satisfaction, and value of the organization's certification program and efforts;
  4. Identify opportunities for growth and barriers for achieving or sustaining growth potential by market segment

b. Background

- i. The Institute of Food Technologists (IFT) is an international, non-profit scientific society of professionals engaged in food science, food technology, and related areas in academia, government and industry. Since its founding in 1939, IFT has been committed to advancing the science of food. It has more than 17,000 members from more than 95 countries. In 2013, IFT launched the Certified Food Science credential that allows professionals to demonstrate their mastery of the core competencies of a food scientist. The CFS credential was created in response to strong member interest, which was validated by feasibility studies that included market research. Since its launch, nearly 2,000 professionals from 55 countries around the world have earned the CFS credential, which is markedly lower than the estimates in the original market research (see appendix A)
- ii. IFT Vision: A world where science and innovation are universally accepted as essential to a safe, nutritious, and sustainable food supply for everyone.
- iii. IFT Mission: To advance the science of food and its application across the global food system.
- iv. Our Promises: As a global organization, we are committed to our community of members, volunteers, and partners. That commitment is reflected in the strategic priorities that guide us, with the objective of increasing member value, driving

organizational accountability and, ultimately, helping us to achieve our mission and vision.

1. **Develop: Advance and Promote Careers in the Science of Food.**  
Enhance and promote the knowledge of IFT members and prospective members worldwide.
  2. **Network: Establish Productive and Interactive Global Networks.**  
Engage and convene relevant stakeholders to debate, create and transfer knowledge, and communicate the latest information affecting the science of food.
  3. **Innovate: Promote Science, Technology and Their Application.**  
Be a source of influence and thought leadership for the development, application and communication of the science of food.
  4. **Advocate: Address Issues and Influence Outcomes.**  
Be the objective voice of the science of food by leveraging IFT's members to proactively contribute evidence-based science to the public dialogue on food issues.
- v. While the CFS credential plays a role in all the IFT Promises, it is especially aligned with the Develop promise. Results from this environmental scan will play a significant role in developing strategic objectives and goals for the program that will help support these priorities.

## **II. Scope of Work**

### **a. Strategic Approach**

- i. IFT is interested in defining the value proposition of the Certified Food Science designation and identifying the growth potential and sustainability of the certification, including identifying the barriers to projected growth potential.
  1. Because the certification has not achieved the level of growth and market penetration that our 2012 market study identified, we are interested to understand what may be prohibiting a more robust adoption of the certification and how we might shift our approach to providing value to our clients and their employers or potential employers through a designation of professional excellence.
  2. It may be necessary to assume that our current program is not addressing certification-holder, candidate, or employer needs and to identify the needs or motives that are not being adequately addressed.
- ii. The research partner will work closely with the IFT staff in a discovery process to understand the current pool of certificate holders and what motivated them to pursue the CFS designation.
- iii. The research partner will identify the desires or needs of scientists who hold a CFS designation to assist IFT in evaluating whether or not our current programming or messaging is addressing the market need.  
The research partner will determine the current actionable market size for each segment, and opportunities for growth of the program
- iv. The research partner will propose a methodology aligned to the needs of the project, including, but not limited to, surveys, interviews, focus groups, document review, comparison to similar products/markets, etc.

- v. The research partner will prepare an analysis of the data, using segmentation and highlighting significant variances and strong statistical opinions from the data and drawing conclusions, which will ultimately be presented to the IFT Board of Directors.

b. Timeline

- i. IFT is eager to quickly engage a partner and develop the environmental scan without sacrificing quality or long-term viability. An approximate timeline will be:

|               |                                                                                                        |
|---------------|--------------------------------------------------------------------------------------------------------|
| December 2017 | Prepare and present response (via e-mail)<br>IFT responses reviewed, proposal questions/clarifications |
| January 2018  | Research partner selection<br>On-site Discovery with IFT                                               |
| February 2018 | Document/Data Review                                                                                   |
| March 2018    | Instrument/Methodology development                                                                     |
| April 2018    | Administer research efforts                                                                            |
| May 2018      | Data analysis and report preparation                                                                   |
| June 1, 2018  | Present report to IFT staff                                                                            |
| June 15, 2018 | Refine report based on staff feedback                                                                  |
| July 1, 2018  | Submit report to IFT Board of Directors                                                                |
| July 14, 2018 | Present final report presentation to IFT Board of Directors                                            |

c. Budget

- i. Once proposals are received, we will evaluate costs to determine budget.

### III. Submission Requirements

a. General Information

- i. Introduction to your firm, including experience and case studies completing similar projects with similar organizations.
- ii. Information on strategies for increasing respondent rates.
- iii. Firm information (name, contact info, size, location, etc.)
- iv. Proposed costs
  1. Cost of instrument/method development
  2. Cost of instrument/method administration
  3. Variable costs
  4. Cost breakdown (hourly rate, cost of contracted services)

b. Methodology

- i. Present the methodology used to create the scan and ensure the successful completion of the environmental scan and analysis of the data.



- ii. A description of the discovery process and the amount of time that will be required of IFT staff to assist in this effort.
  - iii. Present the technology and tools that will be used and any costs associated with these.
  - iv. Provide a case study or sample of work done with a similar organization and strategies for high responder rates.
  - v. Provide any possible samples for how your organization has gathered data on participant satisfaction for programs that are not direct benefits (i.e. advocacy, reputation management, etc.)
- c. Timeline/Deadlines
  - i. A proposed timeline has been presented in this document. Please respond to this proposed timeline with any recommended changes and/or stipulations.
- d. References
  - i. Please include three references with contact names and telephone numbers/e-mail addresses from organizations that your firm has worked with on similar projects.
- e. Format
  - i. Please send electronically.
- f. Send to: Brandon Davis, Certification Manager, [bdavis@ift.org](mailto:bdavis@ift.org) and please copy Corrine Calice, Senior Director, Knowledge and Learning Experiences, [ccalice@ift.org](mailto:ccalice@ift.org)

#### **IV. Evaluation and Selection**

- a. Evaluation of proposals will take place December 2017 with a response to all submitted proposals by January 5, 2018.
- b. A group of IFT staff will serve as a review committee and will review and pursue consensus to select as IFT's research partner.
- c. During the evaluation period, firms may receive questions from IFT to clarify aspects of their proposal.

Firms may contact Brandon Davis ([bdavis@ift.org](mailto:bdavis@ift.org)) with any questions or clarifications to this RFP at any time during the process.

Thank you for your interest in being a strategic research partner with IFT. We look forward to your response.