



Request for Quote (RFQ)  
Digital Strategy Consulting Services

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## 1. Organizational Information

The Society for Neuroscience (SfN) is the world's largest organization of scientists and physicians devoted to advancing the understanding of the brain and nervous system. A membership society founded in 1969, SfN has grown to serve nearly 40,000 members in 87 countries. SfN promotes scientific exchange through its annual meeting, which attracts more than 30,000 attendees from around the globe, and *The Journal of Neuroscience*, the field's most-cited peer-reviewed journal. SfN also supports the neuroscience community through professional development programming and is dedicated to sharing the excitement and progress of scientific discovery through public information and outreach. SfN advocates strongly for policies that advance science and improve health, such as robust federal research investments and the responsible use of animals in research.

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## 2. Purpose of Request for Proposal

SfN is looking for a digital strategy specialist to evaluate SfN's current strategy on digital projects and assist in prioritizing immediate and longer term digital needs. Contractor must be familiar with nonprofit member based organizations, diverse in digital and IT strategy.

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## 3. Key Dates

Activity	Date
RFQ Release Date	July 23, 2015
Vendor to Submit Questions / RFQ Clarifications	July 23, 2015 to August 21, 2015
RFQ Response Deadline	August 31, 2015

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## 4. Scope of Work (SOW)

The Contractor shall provide services to assist SfN in developing, implementing, and continuously refining its Digital Strategy. It will include the following deliverables:

- IT and Digital Strategy: Identify the major technology, social, and business trends that will impact SfN in the near- and long-term future, and determine how to translate those trends into an effective and forward-looking Digital Strategy.
- Current structure, staffing, and operations: Assess current state of SfN operations across the organization. Determine the current capacity (staffing, skills, and infrastructure) for SfN to deliver tools for staff and volunteers to innovate, collaborate, and be effective in a rapidly changing and diverse environment. Assess the effectiveness of Digital Strategy & Neuronline to use technology to achieve SfN's strategic priorities, deliver results, and achieve efficiencies across the organization.
- Management / cultural issues: Identify and evaluate the management and cultural issues that impede or facilitate implementation of a "future-leaning" strategy, including policy and decision-making processes, and budget and staffing.

- Case studies / best practices: Compile examples from organizations that have implemented comprehensive digital strategies, particularly with other nonprofit member based associations similar to SfN.
- Recommendations: Provide findings and recommendations to strengthen SfN's Digital Strategy and Operations, based on the analysis above.
- Road Map: Based on the recommendations, deliver a high-level Roadmap for the next 1-3 years that lays out the steps SfN should stake to implement the Digital Strategy. The Roadmap should include prioritizing those actions and investments that will have the biggest impact.
- Review of both the marketing/communications side of SfN's digital strategy to evaluate use of technology.

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## 5. Supplier Questions

Questions may be e-mailed to [ptroxell@sfn.org](mailto:ptroxell@sfn.org). Written questions should be directly tied to the RFQ by the writer. Questions should be asked in constructive order, from beginning to end, following the organization of the RFQ. Each question should begin by referencing the RFQ page and section number to which it relates.

NOTE: Registered bidders are NOT to contact any SfN associate directly without first clearing it with the Procurement Manager. You can contact the Procurement Manager at 202-962-4028. Anyone caught violating this rule risks being eliminated from the RFQ process.

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## 6. RFQ GENERAL INFORMATION

- Neither SfN nor its representatives shall be liable for any expenses a bidder incurs in connection with preparation of a response to this RFQ. Applicants should prepare their proposals simply and economically, providing a straightforward and concise description of the bidder's ability to meet the requirements of this RFQ.
- The issuance of this RFQ does not commit SfN to award a contract, to pay any costs incurred in the preparation of a proposal in response to this request or to actually procure the requested services.
- Request for Additional Information: Prior to the final selection, vendors may be required to submit additional information that SfN deems necessary to further evaluate the vendor's qualifications. As part of the evaluation process, vendors shall furnish such additional information as SfN may reasonably require.
- SfN will not be liable for any costs incurred by the vendor in connection with interviews (i.e., travel, accommodations, etc.) conducted as part of the evaluation or negotiation process.
- Gratuity Prohibition: Vendors shall not offer any gratuities, favors, or anything of monetary value to any associate at SfN for the purpose of influencing consideration of this proposal. If an SfN associate solicits a gratuity, the vendor is obligated to inform SfN's Deputy Executive Director (Operations).
- Right of Negotiation: SfN reserves the right to negotiate with the selected vendor the exact terms and conditions for a contract.
- Legal Compliance: In connection with the furnishing of supplies of performance of work under the contract, the contractor agrees to comply with the Fair Labor Standard Act, Equal Opportunity Employment Act, and all other applicable Federal and State laws, regulations and executive orders to the extent that the same may be applicable.

- Disqualification: No award will be made to any bidder, person or party, parent or subsidiary that is de-barred from providing services to the federal or state government, or with which SfN has an outstanding claim against or a financial dispute.
- Performance and Approval of Sub-Consultants: The vendor will perform the project as an independent contractor and not as an agent or employee of SfN. The vendor shall secure written permission from SfN before subcontracting any part of the project. Such permission should be obtained during the proposal evaluation stage.
- Licenses, Permits & Taxes: The price or prices for the work shall include full compensation for all taxes, permits, etc. that the vendor is or may be required to pay. SfN is a tax exempt entity.
- Minority/Women Business Enterprise (MWBE) Policy: It is the policy of SfN to provide minority and women owned business enterprises with equal opportunity for participating in the selling of goods and services to SfN. In cases where a vendor plans to sub-contract a portion of the work, it is required to make “A Good Faith Effort” to engage qualified MWBEs for such work. Vendors shall keep records of such efforts, when applicable, that are adequate to permit a determination of compliance with this requirement. If subcontracting is involved in the proposal, a Proposed Schedule of Minority/Women Business Enterprise Participation shall also be submitted.
- Revisions to this RFQ: In the event it becomes necessary to clarify or revise this RFQ, such clarification or revision will be by addendum. Any RFQ addendum will be distributed to all registered bidders via the e-mail provided.