



Request for Proposal (RFP)

For

Operations Management for the
University Economic Development Association

Issued by:
University Economic Development Association
Board of Directors

Proposals must be submitted by:
October 21, 2011

Purpose

The UEDA is seeking proposals for association management services. We anticipate responses from association management firms, university based organizations, as well as individuals. In short, UEDA seeks a qualified applicant to perform the functions of the UEDA executive director and to serve as the UEDA headquarters office. This Request for Proposal (RFP) provides information for interested organizations or individuals to base their proposal. Included are descriptions of UEDA's organizational structure and history, general requirements, and specific duties to be addressed in the proposal.

All proposals shall be submitted via mail or email. If submitted via mail an electronic copy also must be submitted and the response must be received by the deadline.

Christi Bell, Executive Director
University of Alaska Center for Economic Development
3211 Providence Drive, Suite 202
Anchorage, AK 99508
Phone: (907) 786-5444
Fax: (907) 786-5446
Email: ancab5@uaa.alaska.edu

Deadline

All proposals are due on or before 5:00 pm central time, October 21, 2011.

Proposers should feel free to include any supporting materials within their proposal. The UEDA is not liable for any cost incurred by proposers in replying to this RFP.

Objectives

UEDA leadership has the following overriding objectives:

- Growing the UEDA membership base
- Establishing partnerships (linking and aligning) with other like organizations
- Strengthening the image of UEDA as a "Thought Leader" with institutions of higher learning
- Ensuring our membership receives increasing benefits and capacity building opportunities

Organizational Overview

Established in 1976, the University Economic Development Association (UEDA) is a 501(c)6 nonprofit organization dedicated to serving institutions of higher education and their economic development affiliates (www.universityeda.org). UEDA focuses on higher education economic development issues including effectiveness, best practices, metrics, and emerging opportunities.

UEDA's mission is:

UEDA serves its members by enhancing their ability to deliver economic development benefits through engagement with higher education.

UEDA's vision:

UEDA will be recognized as the pre-eminent association for higher education engagement in economic development.

Location:

UEDA is incorporated under the laws of the State of Oklahoma, with the corporate office presently located at Towson University-DECO, 7801 York Road, Suite 260, Towson, MD 21204. UEDA does not own or rent office space, or have ownership of any office equipment.

Membership:

UEDA has a diverse and rich membership consisting of approximately 140 organizations paying annual dues of \$495 that represent:

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| o Higher Education Institution Presidents and Administrators | o Entrepreneurial Assistance Centers |
| o University Economic Development and Technology Transfer Offices | o Trade Adjustment Assistance Centers |
| o Outreach and Extension Programs of Higher Education | o Entrepreneurial Assistance Centers |
| o University-Related Incubators and Research Parks | o Export Assistance Centers |
| o EDA University Centers | o Industrial Extension Programs |
| o Community Colleges | o Manufacturing Extension Partnerships |
| o Local, Regional, and State Economic Development Organizations | o Procurement Technical Assistance Centers |

Governance:

The UEDA is governed by a Board of Directors consisting of five (5) officers and a maximum of ten (10) additional at-large board members. The UEDA bylaws articulate the governance authority between the board and executive director.

The UEDA Board of Directors is a very “hands-on” board assisting with all the major activities occurring with UEDA. Each UEDA officer oversees a committee that is responsible for providing direction and recommendations, for the entire board to consider. Other board members are asked to participate in at least one committee and/or take a leadership role in any additional UEDA initiatives.

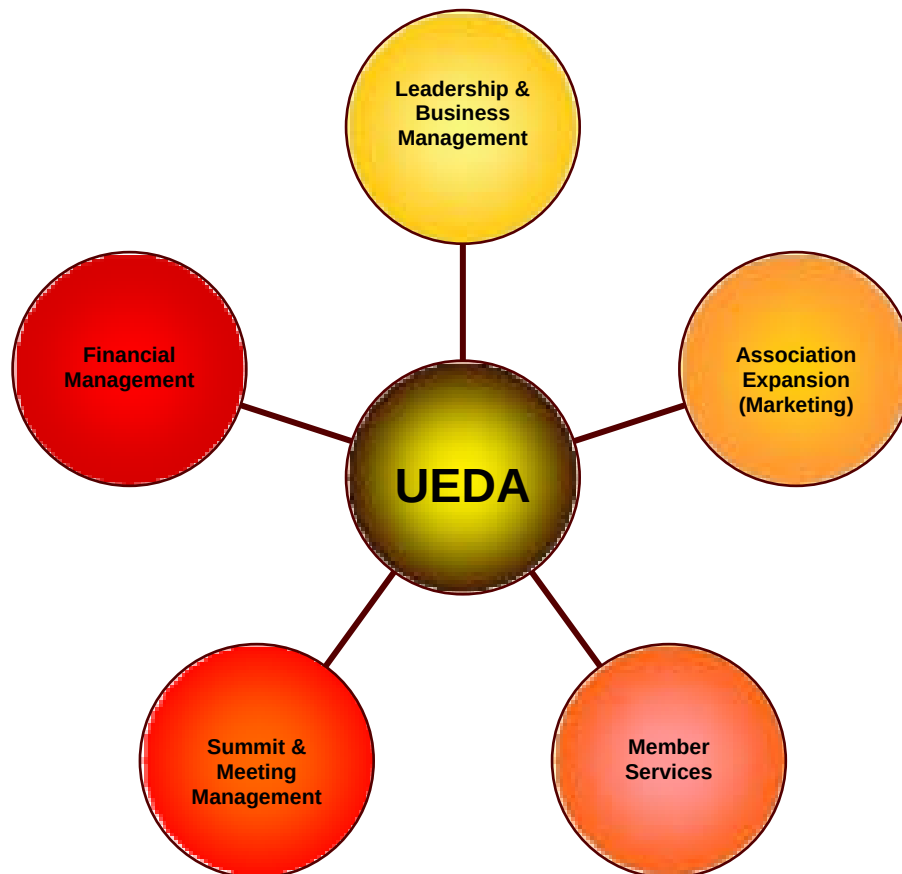
Budget

The 2011 budget is \$140,000. UEDA revenues are derived 45 percent from Summit revenues, 17 percent from Summit sponsorships, 37 percent from Membership dues, and 1 percent from investments. UEDA major expenses are 60 percent for administration and management, and 29 percent for Summit delivery costs. Additional expenses include: board meetings, staff travel, liability insurance, audit, office supplies, postage, printing and communications (phone, fax and web fees).

Activities and Tasks

The UEDA Board of Directors has identified five major activities any organization or individual needs to consider in submitting a proposal for assuming the administrative responsibilities of UEDA.

The following figure provides a graphic view of UEDA activities followed by a description of these activities including typical tasks or expectations.



Leadership & Business Management – This is the day-to-day business activities of the association. Most of this activity is overseen by the UEDA President and Treasurer/Secretary. However, the UEDA Executive Director must work closely with the entire UEDA Board to ensure that the association is responsive to the needs and concerns of UEDA members and provide administrative support to the Board and committees as required. The UEDA Board is located across the United States.

Typical Business Management tasks include:

- o Maintain the organization's records, including membership records and database. Provide prompt invoicing and collection of membership dues and follow-up with overdue accounts.
- o Prepare an annual written report for distribution to the Board of Directors and the membership at the annual meeting.
- o Participate in monthly board teleconference.
- o Provide leadership and direction to any additional UEDA staff.
- o Oversee the updating, maintenance, and production UEDA stationary, brochures, membership certificates, membership directory, and other UEDA related materials.
- o Assist Board with performance of its duties, including: preparation and distribution of meeting agendas, minutes, financial reports, action item reminders, and calendar dates.

Association Expansion – This is the activity for marketing and growing the association. Most of this activity is overseen by the UEDA Vice President. It involves marketing to attract new members to UEDA and program development for retaining existing members. Generating new excitement and energy for UEDA as an organization will be essential.

Typical Association Expansion tasks include:

- o Work with the marketing committee in developing marketing materials and organizing and carrying out membership campaigns to grow membership to 500 or more.
- o Conduct, at a minimum, two mass mailings each year to attract new members (*800+ letters each mailing introducing institutions to UEDA*).
- o Identify partnerships that represent a good fit with UEDA's mission, and along with board members negotiate terms of partnerships with other organizations or sponsors.
- o Follow-up with requests for information about the association.
- o Participate in relevant management decisions and work with the association's members, board, and others to encourage membership participation in UEDA activities.
- o Maintain regular contact with association members as well as local, regional, and national bodies with interests related to the UEDA mission.

Member Services – This activity is primarily concerned with keeping timely and professional communications in front of UEDA members. UEDA leadership strives to maintain strong ties and to be the national voice of institutions of higher learning engaged in economic development.

Typical Membership Services tasks include:

- o Design and distribute welcome kits for new members to UEDA
- o Develop communications materials (newsletters, press releases, letters, surveys, etc)
- o Handle telephone requests and written correspondence
- o Maintain the UEDA website with timely updates and development of a "members only" section
- o Maintain a List Serve to ensure fact and effective electronic communications
- o Provide regular communications that inform and share best practices with members

- o Assist in the production and distribution of a quarterly newsletter (minimal goal)
 - o Newsletter contains information and links to web information on developments of interest to members, including legislation, significant government actions, funding opportunities, notices of publications, and UEDA organizational notices.
 - o Send “Hot News” items by email to members on weekly basis or as appropriate.
 - o Assist with the development and implementation of methods to determine what information members want to have in the newsletter.

Annual Summit & Meeting Management – The UEDA organizes an annual summit providing opportunity for members to learn from each other and share insights with colleagues working in similar areas. Most of this activity is overseen by the UEDA President-Elect.

Typical Annual Summit tasks include:

- o Research and recommend locations (city and venue) for holding the Annual Summit, including contract negotiations and contract management.
- o Work with the Summit Committee to support development of summit agenda.
- o Assist with the identification, solicitation and confirmation of summit speakers.
- o Make appropriate food and beverage arrangements for the Summit.
- o Assist with annual marketing and promoting of the Annual Summit including, program design and distribution including electronic collateral.
- o Manage summit registrations, both advance and on-site, including acknowledgements.
- o Work with the committee to ensure sponsorship goal is obtained - \$25,000
- o Prepare and oversee printing and distribution of summit documents.
- o Conduct insurance/risk management assessment and ensure appropriate coverage.
- o Work with the Awards Committee in distributing application documentation for annual Excellence in Economic Development Awards.
- o Oversee the purchase of recognition awards to be handed out at the summit.

Financial Management – This is ensuring that best practices and fiscal management practices are in place to ensure the prudent management of UEDA resources. Most of this activity is overseen by the UEDA Treasurer/Secretary with support from the UEDA President.

Typical financial management functions include:

- o Receive, deposit, disburse, and report on UEDA funds.
- o Prepare and update annual budget and monthly financial reports for the organization, including detailed financial statements, records, tax accounting and tax filing. (As needed contract with an accounting firm to perform these functions.)
 - Prepare and distribute monthly financial reports
 - Prepare and assist in preparation of annual budgets
 - Complete and file annual tax returns
- o Assist Treasurer/Secretary with financial forecasting and planning
- o Produce and prepare all UEDA invoices including membership dues invoices
- o Maintain records of accounts receivable.
- o Prepare checks for signature.
- o Reconcile bank statements.
- o Arrange for creation and/or continuation of UEDA credit card account.

Preparing & Submitting a Proposal

Please provide the following required information:

- Proposer's Name and Contact Information
- Proposer's Background, Experience and Capabilities
- Proposer References (minimum three)

Additionally, proposers are encouraged to submit an action plan for meeting the needs of UEDA previously outlined. As part of an overall response proposers should consider addressing:

- Are you familiar with UEDA? If so, please explain?
- What is your experience working in the economic development field?
- Experience details with association management, financial management and reporting, member services, Summit development, and marketing for a member association, etc.
- What are your proposed strategies for growing UEDA as a membership organization, assisting UEDA in achieving its goals, and ensuring UEDA is professionally run?
- What resources will you leverage or align to encourage efficient operations of UEDA and potentially limit annual expenditures while maximizing revenue potential?

The proposal should include a budget that clearly outlines annual personnel costs and direct operating costs. If proposer needs to purchase an item such as a computer or cell phone to meet the requirements of managing UEDA operations that cost should be included in their proposal.

Proposal Selection and Award Process

Proposals will be reviewed by the selection committee. The proposals will be initially reviewed to determine if UEDA Operations Management requirements can be addressed. In the event that all proposers do not meet the requirements, the evaluation committee reserves the right to continue the evaluation of the proposals that most closely meet the requirements of this RFP or reject any and all proposals.

The evaluation and selection of a contractor will be based on the information submitted in the proposal plus references and any required on-site visits, interviews/presentations or demonstrations. The committee may review references, request interviews/presentations, and/or conduct on-site visits. Contact with proposer may be required to request clarifications.

Intended Timeline

Receipt of RFP responses: October 21, 2011
Review by selection committee: October 28, 2011
Initial telephone or in-person interviews: November 1, 2011
Selection and notification date: November 18, 2011
Date contract will begin: January 1, 2012

This timeline may change depending on the proposals received. All proposers who respond to this RFP will be notified in writing of the UEDA Board of Director's intent to award the contract(s).