



## REQUEST FOR PROPOSALS

### Leadership Development Portfolio

**Synopsis:** The American Association of Colleges of Nursing (AACN) seeks proposals from individuals, groups and organizations to utilize a new conceptual design for a Leadership Development Learning System and associated components, and operationalize it for delivery.

**Background:** In 2015, AACN's Board of Directors voted to develop a plan to re-conceptualize AACN's current leadership development initiatives and to ultimately expand the target groups – to include AACN membership as well as other health disciplines. The Board advanced a two-step process for the design and delivery of a unified leadership product line whereby the request for proposals for the design was separate from the current RFP for delivery. The design RFP was issued and awarded in 2016 and a finished product design was delivered to the Board of Directors in January 2017. The new design incorporates existing AACN leadership development programming while expanding in scope, audience, format, and curricula. A unifying conceptual framework has been identified and product lines have been proposed. Following the signing of a Non-Disclosure Agreement, the Design Report will be offered to vendors interested in writing a Delivery Proposal.

This RFP focuses on delivery, and proposals must provide an overall plan outlining implementation, curricular design, leadership products, timelines, business plan and evaluation. Proposals must include a detailed business plan that would allow the leadership product line to be at a minimum self-sustaining, and ideally a revenue source for the association.

#### Proposal Guidance for a DELIVERY RFP:

1. Utilizing the framework and theoretical underpinnings from the first report, develop a comprehensive plan for a leadership portfolio utilizing academic best practices.
2. Develop product lines aimed at all levels of academic nursing: Faculty, Department Chairs, Directors, Associate/Assistant Deans, Deans, Senior Staff, and other leadership roles.
3. Design a curriculum that cross-cuts various types of institutions, can be individualized and scalable.
4. Provide a business plan for financial sustainability.
5. Determine the leadership product lines and process for launching the lines including a marketing plan and training of AACN staff, as needed.
6. Describe the organizational infrastructure necessary to support implementation including number of personnel and role.
7. Incorporate an interprofessional component to attract a broader audience who may benefit from the emerging products and programs.
8. Build on the successes with current leadership programming while enhancing and expanding what is already in place at AACN: the Leadership for Academic Nursing Program, AACN-Wharton Executive Leadership Program, the Summer Seminar, and the Executive Development Series as examples.
9. Develop an evaluation plan with designated intervals (formative and summative).
10. Proposal should contain recommendations for a leadership portfolio with varying degrees of financial risk (low risk ventures, moderate risk and high risk).

**Proposal Format:** Applicants will submit a proposal of no more than 12 pages (12-point font, single spaced, one inch margins) that includes the following elements:

1. Cover page with contact information for vendor. Include name, title, institution or organization, mailing address, phone number, fax number, and email address. Number all pages (Cover page not included in the 12 pages).
2. Executive summary of the proposal (not to exceed two pages).
3. Narrative description of the new Leadership Portfolio which will include a Leadership Development Learning System (no more than 10 pages).
4. Include a comprehensive list of product lines that are leveled by experience in a leadership role. There should be a variety of price points from which an organization can choose.
5. Incorporate infrastructure recommendations including personnel.
6. The following should be included as appendices, which do not count in the 12 page limitation:
  - Business Plan
  - Timeline for Implementation (not to exceed one page)
  - Implementation Budget
  - Reference List

**Criteria for Proposal Review:** Each proposal will be examined for its ability to meet the above criteria. The following principles/threads should be readily apparent: congruent with AACN vision, represents academic best practices innovative in approach, significant and relevant, feasible, incremental, and fiscally sound. AACN understands that there may be critical components of the submitted proposals that may be in perfect alignment with AACN's mission and vision, while other aspects of a particular proposal may not be a good fit for the organization. Consequently, AACN reserves the right to divide the award among more than one responder. The firm(s) awarded the contract will be expected to sign AACN's standard independent contractor services agreement, and the final delivery proposal(s) selected will be the intellectual property of AACN.

#### **Timeline**

RFP Issued: *Monday, September 11, 2017*  
Proposal Due: *Monday, October 9, 2017*  
Vendor Selection: *Saturday, October 28, 2017*  
Contract to be Awarded Spring 2018

#### **Point of Contact:**

Rosalie O. Mainous, PhD, APRN, NNP-BC, FAANP, FAAN  
Director of Academic Nursing Development  
[rmainous@aacnnursing.org](mailto:rmainous@aacnnursing.org)

To express formal interest in participating in this request for proposals, please submit your contact information [here](#). Following submission of interest, you will receive confirmation from Sydney Grossman, Faculty Initiatives Assistant, and a non-disclosure agreement, with further instructions so that you may receive the Final Report from the Design RFP. If you have any questions please contact [faculty@aacnnursing.org](mailto:faculty@aacnnursing.org).