

REQUEST FOR PROPOSAL TO REVIEW ACSM-WIDE OUTREACH/MARKETING STRATEGY

Issuance Date: May 30, 2008

STATEMENT OF PURPOSE

The purpose of issuing this RFP is to expand the membership of the Member Organizations (MOs) of the American Congress on Surveying and Mapping (ACSM) through better, more focused communication and marketing.

BACKGROUND

The American Congress on Surveying and Mapping is a community of professionals concerned with measuring, analyzing, and visualizing geographic spaces. The congress, which traces its beginnings to 1940, is currently comprised of five member organizations, four of which are organized along professional specialties—geodesy, land surveying, cartography and GIScience, and geographic and land information. The organizations are, respectively, the American Association for Geodetic Surveying (AAGS), National Society of Professional Surveyors (NSPS), Cartography and Geographic Information Science (CaGIS), and Geographic and Land Information Society (GLIS). The fifth member of the ACSM Congress is NSPS Foundation, Inc. In 2004, ACSM was reorganized into a congress of national, independently governed organizations with distinctly identifiable memberships of their own. ACSM thus became an umbrella community of geospatial professional organizations, with some representational responsibilities affecting one or more of the five member organizations affiliated with ACSM and service functions supporting the member organizations' programs.

ACSM had and continues to have a public image largely recognizable only within its own community. After 2004, each discipline-defined, self-governed national member organizations within ACSM launched efforts to describe their individual brands more clearly and in terms that would attract membership into the respective organizations. However, because these member organizations are part of the umbrella organization of ACSM and, in fact, have much in common, it became critical to revisit the issue of image and how this can be shaped, given the new circumstances in which ACSM and its member organizations now operate and the need to grow the community of ACSM beyond its current extent.

Recognizing that image building requires a major effort in communicating the right message to the right audiences in the right format, ACSM has decided to review its communications strategy. Acting on behalf of ACSM, the ACSM Communications and Public Awareness Committee invites proposals from qualified providers to assess how we currently “talk, share, and work together and with others” and develop an improved or new strategy for communicating the objectives and activities of ACSM as an important geospatial community in the U.S., the professional member organizations it now comprises and those professionals who, because of common interest in science and/or technology, the ACSM community of professional organizations aims to attract to join it.

SCOPE OF WORK and TERMS

A. SCOPE OF WORK

Submit a proposal for conducting a review of ACSM-wide outreach efforts. The scope of work is to:

- Determine the effectiveness of existing outreach/marketing efforts—such as the ACSM website, the ACSM Bulletin, academic journals, newsletters, brochures, speaker's kit, and public awareness materials including flyers and exhibit posters.
- Determine relationship and role of each Member Organization to ACSM.
- Determine what unique characteristics and benefits each organization offers. Determine how to capitalize on synergies.

- Identify and document the target population that ACSM and its Member Organizations should pursue to expand MO memberships.
- Recommend outreach/marketing strategies that would accomplish the goal of expanding MO memberships.
- Identify any potential roadblocks to expanding the memberships of the Member Organizations of ACSM.

B. TERMS

Consultant's responsibilities

Proposals shall provide sufficient information to allow ACSM to evaluate the Consultant's approach, experience, and availability. Specifically, the proposals shall include:

- Discussion of provider's approach to the project. For example, what information is needed, how functional tests are developed and what type of test is typically used for this type of project.
- Brief [one paragraph] description of relevant projects the provider has accomplished, including client contact and phone number for at least three projects.
- Resumes of staff to be assigned to the project and a statement regarding availability of staff to begin the project.
- Cost estimate for the implementation of the submitted proposal.

C. DELIVERABLES

Submit a final report within three months of signing contract. The final report shall include:

- An executive summary;
- List of participants and roles;
- Brief description of the data gathering and analysis methods employed;
- Findings; and
- Recommendations for each of the deliverables:
 - a. A written report on current outreach efforts.
 - b. A written report on outreach strategy for attracting new members into the MOs.
 - c. A written analysis of potential target populations for the outreach strategy proposed.
 - d. A written analysis of current and potential problems to expanding MO memberships.

PROPOSAL SUBMISSION

The respondent must submit two (2) copies of the proposal, one digital and one on paper, each signed by an authorized representative of the provider. Proposals must be submitted to arrive no later than close of business, on August 31, 2008, to:

ACSM

Attn: Communications Director

6 Montgomery Village Avenue, Ste 403

Gaithersburg, MD 20879

Ph: 240-632-9716 ext. 109

Fax: 240-632-1321

E-mail: ilse.genovese@acsm.net

SELECTION PROCESS

Proposal reviewing authority: The ACSM Communications and Public Awareness Committee (ACSM CPRC)

Proposal selection authority: The ACSM Congress

Contract granting authority: The ACSM Executive Director

Contact point: ACSM Communications Director

The ACSM CPRC shall review all proposals and rank the three most qualified consultants.

The ACSM Congress will select the best proposal based on the following criteria:

- Proposed approach to the project, including innovation in methodology.
- Past experience in performing similar projects.
- Experience of the staff to perform the services required by the project.
- Cost estimate to accomplish the scope of work.

Innovative methodology and cost of the proposal will especially be considered.

The ACSM Executive Director shall negotiate with the highest ranked consultant regarding review scope and tasks, staffing, schedule, and a maximum not-to-exceed fee which is consistent with the consultant's proposal and fair and reasonable to ACSM. Negotiations with the selected consultant may be formally terminated if they fail to result in a contract by October 31, 2008. Negotiations will then ensue with the second ranked consultant, and if necessary, the third ranked consultant. If the second and third rounds of negotiations fail to result in a contract by December 31, 2008, the solicitation may be formally terminated.

PROPOSED SCHEDULE

- RFP issue date: May 31, 2008
- Submission of proposals: Deadline August 31, 2008
- Project proposal negotiations: Deadline October 31, 2008
- Projected commencement of project: January 2009

All questions related to this RFP must be submitted in writing. E-mail correspondence is acceptable. Responses will be documented by the ACSM Communication Director and forwarded to all interested consultants in the form of an Addendum. Please direct your inquiries to:

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