Request for Proposal

FOR PROPOSED RESEARCH SERVICES FOR DATA VISUALIZATION SERVICES

ISSUED JUNE 4, 2024

A. Basic Information

I.C.E. is a nonprofit, tax-exempt 501-3(c) membership association for credentialing organizations. I.C.E. serves as a clearinghouse for information on the latest trends and issues of concern to practitioners and organizations focused on certification, licensure, and human resources development.

Purpose

The purpose of this RFP is to solicit confidential proposals that include a complete response to the needed services. This RFP is intended to provide bidders with an appropriate understanding of the goals and requirements for these activities.

Since this document cannot be comprehensive in all respects, bidders are encouraged to submit creative proposals that address these needs and may respond to the proposal with parameters not specifically requested.

The proposal should address the cost and steps involved in providing each of the following:

• Data visualization to an existing I.C.E. research paper(s)
• Create a 1-2 page infographic item for each that could be used in I.C.E. marketing or related training sessions.

The two research papers are:

• Job Analysis (example of report with many tables and graphs)
• Test Disruption (example of report with all text, no visuals)
B. Schedule

<table>
<thead>
<tr>
<th>Activity</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>Release of RFP</td>
<td>June 4, 2024</td>
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<tr>
<td>Proposal due</td>
<td>June 21, 2024</td>
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<tr>
<td>Finalist selection</td>
<td>June 30, 2024</td>
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<tr>
<td>Begin Project</td>
<td>July 2024</td>
</tr>
<tr>
<td>Present Draft Deliverables</td>
<td>July 30, 2024</td>
</tr>
<tr>
<td>Final Deliverables Due</td>
<td>August 20, 2024</td>
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C. Contract Length

The service contract will be designated for a period of not more than one year and with a termination date of December 31, 2024 unless otherwise agreed upon or renewed. The successful candidate may be eligible for a longer-term contract for additional work in the future if the deliverables reflect increased engagement with the I.C.E. membership (i.e., more downloads/purchases).

*Depending upon the cost proposed, I.C.E. will decide whether to proceed with the data visualization work for both papers or only one.*

D. Information Required in Proposal

1. Describe the methods and procedures you will use to provide the required services as described in Section K: Scope of Services. Your description should address each area set forth in Section K.

2. Describe the cost for each deliverable. Include itemized costs for all goods and services including your policy on reimbursable expenses and any add-on costs that are not part of the basic project fee.

3. Provide a description and history of your company, which should include the years of operation and information on the background, experience, and credential(s) of the specific individual(s) who will be assigned to the project.

4. Describe your firm’s experience with or knowledge of certification.

5. Provide the name of the person at your company to contact should I.C.E. have any questions about items in the submitted proposal response.

6. List any current conflicts of interest between I.C.E. and the organizations your firm currently engages in a business relationship.
7. Upon request, provide a list of three references who will speak to your company’s services within the past five years. Provide name, address, phone number, and email address.

E. Proposal Preparation

All proposals should follow the outline below:

Section 1: About
- About (your firm), your leadership or staff
- Brief company description, and culture
- Mission and philosophy
- Conflicts of interest
- Main Contact for I.C.E.

Section 2: Experience
- Brief description of experience with certification and producing data visualization services.
- References

Section 3: Scope of Work & Deliverables
- Detailed description of how the deliverables will be accomplished for each paper
- Detailed proposal fees for each deliverable
- Individuals supporting production of deliverables

F. Submission Instructions

Submit the proposal electronically to Denise Roosendaal at droosendaal@credentialingexcellence.org.

If you have examples of any publications or other work products you would like to share with the committee that cannot be shared electronically, send to:

Denise Roosendaal
Executive Director
Institute for Credentialing Excellence
2001 K Street N.W., 3rd Floor
Washington, D.C. 20006

Proposals must be signed and dated by an authorized principal.

Questions regarding the proposal and RFP process may be submitted electronically to Denise Roosendaal at droosendaal@credentialingexcellence.org.
G. Terms Applicable to the Proposal

- This RFP is not an offer to contract.
- I.C.E. reserves the right to accept or reject any proposal.
- The bidding company assumes all costs in the preparation of the proposal and any potential costs associated with the interview process.
- Proposals are required to be valid for a minimum of six months (180 days) after the date of submission.
- I.C.E. agrees to keep your proposal and the fees confidential.
- The bidding company agrees to keep the information about I.C.E. shared in the RFP confidentiality. A Non-Disclosure Agreement (NDA) will be required at the time of contract.

H. List of Materials to Include

1. Sample studies to demonstrate the company’s type of work.
2. Resumes/CVs of individuals to be assigned to the project

Resources provided by I.C.E.:

- Report on Job Analysis (example of report with many tables and graphs)
- Report Test Disruption (example of report with all text, no visuals)
- I.C.E. Official Style Guide

I. Brief History of I.C.E.

Established in 1977, the Institute for Credentialing Excellence (I.C.E.) is a nonprofit [501(c)3] corporation, the leader in setting quality standards for credentialing organizations. Through its Annual Conference (of approximately 750 attendees), webinars, and publications, I.C.E. serves its membership as a clearinghouse for information on the latest trends and issues of concern to practitioners and organizations focused on certification, licensure, and human resource development. As an organization, I.C.E. has broadened the public’s understanding of credentialing and promoted the interests of the profession. Providing forums for ongoing education and information sharing among its members, I.C.E. believes these activities build a common purpose among its members, establishing a network of support that makes them more knowledgeable professionals. I.C.E.’s membership consists of 390 organizational members, 25 sustaining members, and 36 individual and affiliate members. At least 315 certification programs administered by 130 I.C.E.-member organizations have attained NCCA accreditation.
I.C.E.’s Mission/Vision

**Mission**: Lead through accreditation, advocacy, education, innovation, research, and standards to enhance the value of credentialing organizations

**Vision**: Excellence in credentialing provides a safe, effective and ethical workforce.

### J. Scope of Services & Deliverables

I.C.E. is seeking a data visualization specialist (or firm) who can provide services to I.C.E. for enhancing a research paper with data visualization of the compiled data.

- Meet with I.C.E. Management and the Research Think Tank subgroup members (Marketing and Distribution subgroup) throughout the project to gain insight into the survey questions, scope of the work, and any adjustments needed.

- Develop/deliver an enhanced report for each along with the 1-2 infographics for each with the requisite data visualization treatment by the deadline for I.C.E. to re-release to its community and test the effectiveness.

### K. Evaluation of Proposals

A preliminary review of all proposals will be conducted by Management and the charged with this project, which will provide an objective evaluation and make recommendations to the I.C.E. Management. Evaluation will be based on the bidder’s capability to provide the information required in Sections E and F, according to the specifications outlined in Section G, the Terms noted in Section H, and the Scope of Services highlighted in Section K. Among other considerations, the evaluation will address:

1. Qualifications of the individual to be identified as the project lead.

2. Familiarity with the credentialing field.

3. Company resources (e.g., depth of expertise in the areas outlined in this RFP)

4. References offered by other organizations using your services.

5. Interviews with submitting firms may be requested if needed.

6. Overall price for services and anticipated I.C.E. staff support required for project (in phases if applicable)