



Institute for Credentialing Excellence

Request for Proposal

FOR PROPOSED RESEARCH SERVICES FOR AN ENVIRONMENTAL SCAN ON DIVERSITY, EQUITY AND INCLUSION PRACTICES AND OUTCOMES

ISSUED JULY 22, 2022

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.

This Request for Proposal is for provision of research services for I.C.E. with a focus on the determining the current practices, goals, and outcomes of credentialing body organizations related to enhancing DE&I of their staff and candidate/certification population.

B. Purpose

The purpose of this RFP is to solicit confidential proposals that include a complete response to the needed research. 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.

C. Schedule

Activity	Deadline
Release of RFP	July 22, 2022
Proposal due	August 16, 2022

Activity	Deadline
Finalist selection	August 30, 2022
Begin Project	September 9, 2022
Research Begins	November 1, 2022
Initial Findings to Task Force	February 1, 2023
Report Due	April 1, 2023

D. 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, 2023 unless otherwise agreed upon or renewed.

E. 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 activity. 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 and of diversity, equity & inclusion research in any field.
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.

F. 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 DE&I research
- Detailed description of your company's DE&I statement, goals or initiatives.
- References

Section 3: Scope of Work & Deliverables

- Detailed description of how the deliverables will be accomplished
- Detailed proposal fees
- Individuals supporting delivery

G. 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.

H. 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 confidential. A Non-Disclosure Agreement (NDA) will be required at the time of contract.

I. List of Appended Materials

1. I.C.E. Ends statement on DE&I
2. I.C.E. DE&I public statement
3. I.C.E. Research Project Charter

J. Brief History of I.C.E. & DE&I

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.

The I.C.E. DE&I Task Force was formed in August 2020 with a draft plan of work. The Task Force created strategic Ends Statements for adoption by the Board of Directors in May 2021. The I.C.E. DE&I public statement was released in October 2021. The Task Force is now focused creating educational and engagement opportunities for members (webinars, conversations, conference programming, articles). The group created resources for members that currently reside on the [I.C.E. DE&I Resources page](#).

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.

K. Scope of Services & Deliverables

I.C.E. is seeking a research firm that can provide services to I.C.E. for a research project to accomplish the following:

- Conduct an environmental scan study to determine the current practices and outcomes of credentialing organizations related to their own work on DE&I.
- Meet with the Management and the Task Force throughout the project to gain insight into the survey questions, scope of the work and any adjustments needed.
- Develop a report on the findings, and participate in an educational session (likely virtually) to release the findings and explain the research process.

Activities should include all accessibility features currently available.

L. 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, and diversity, equity, and inclusion research.
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)



I.C.E. DE&I Environmental Scan **Study Project Charter**

Task Force	DE&I Task Force
Chair/Vice-Chair	Tracy Lofty, CAE, Mark Franco
Initially Drafted	May 2022
Staff Liaison	Denise Roosendaal, FASAE, CAE

General Description

- To create a research project (executed by a third party vendor) for the purpose of create an environmental scan study of where credentialing bodies are on their own DE&I journey (programs, demographic metrics, testing, practices, outcomes)
- Gather demographics of those who participate in the survey: (on organization size of staff, revenue, and participant and department, if applicable.)

Three Activities

1. Environmental scan study to determine where credentialing organizations are on their DE&I journey to include diversity programs for staff, volunteer, candidate pool, successful candidates.
2. Measurement of outcomes: What are you measuring? How far have you come? Have you made a difference in an inclusive culture? Do you test for testing bias?
3. Strategic Integration: to what extent are DE&I priorities built into the organizational strategic plan

Intended Audience for the Research:

I.C.E. credentialing community (member/non-member), membership organizations, individuals, and vendor population.

Research Question(s):

To be determined with counsel of the consultant and the task force.

Deliverable/Expected Outcomes(s):

A research report to be available for purchase by the community members. Additional discussions and/or webinars to review the findings.

Out of Scope:

[Related topics that this project intends not to address.]

Project Timeline:

Activity	Deadline
Project Charter Adopted	May 2022



Activity	Deadline
Release of RFP	July 22, 2022
Draft #1 of survey questions/Task Force	August 12, 2022
RFP Proposals due	August 16, 2022
Finalist selection	August 30, 2022
Begin Project	September 9, 2022
Finalize survey questions w/ consultant	October 2022
Research Begins	November 1, 2022
Finding Evaluated	February 1, 2023
Report Due	April 1, 2023

Source(s) of Data:

Survey of membership and non-member credentialing organizations, individual members, and vendor population.

Resource Requirements

The project will require a third party research firm funded through the R&D research initiative.

Utility of the Outcomes for the Credentialing Community:

Given the feedback from credentialing community, the need for DE&I data is great. The approach of this study will be to access the current state of DE&I practices and outcomes to allow organizations to assess their own progress against this environmental scan.



I.C.E.'s DE&I Statement

The Institute for Credentialing Excellence values diversity, equity and inclusion at all levels of the organization. I.C.E. defines diversity to include traditional notions of diversity (age, gender, race, religion, ethnicity, disability, appearance, sexual orientation, gender identity, personality type), as well as:

- Cultural Identities
- Geographic Bias (Citizenship)
- Multi-generational Factors
- Gender Expression and Identity
- Disability (Visible and Invisible)
- Societal Attributes (Inclusive of Personal Presentation & Self-Expression)

We welcome and respect the unique perspectives, opinions and experiences of each I.C.E. member, as this is a pillar of our ability to serve our stakeholders. We commit to working towards removing barriers, internally and externally, to achieve true diversity, equity and inclusion for the professional credentialing community.

I.C.E.'s Strategic Ends Statement on DE&I

8.1. I.C.E. is a credible voice on DE&I practices and thought leadership in the credentialing community.

- 8.1.1 Diversity, Equity and Inclusion (DE&I) practices behaviors are adopted as a driving force in the organization.
- 8.1.2 DE&I practices and behaviors are firmly in place to guide membership, leadership, staff, and program/volunteer development.