



Institute for
Credentialing Excellence

Request for Proposal

FOR PROPOSED RESEARCH SERVICES FOR A MARKET ANALYSIS

ISSUED FEBRUARY 2, 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.

This Request for Proposal is for the provision of research services for I.C.E. with a focus on conducting a market analysis to determine current and future needs of all external and internal credentialing stakeholders. I.C.E. strives to publish research on relevant topics that are valued in the marketplace.

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.

B. Schedule

Activity	Deadline
Release of RFP	February 2, 2024
Proposal due	February 16, 2024
Finalist selection	February 23, 2024

Activity	Deadline
Begin Project	February 2024
Research Begins	March 2024
Initial Findings to Think Tank	May 2024
Report Due	June 1, 2024

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.

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 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 conducting a market analysis.
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 conducting a market analysis.
- References

Section 3: Scope of Work & Deliverables

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

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 confidential. 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

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 research firm that can provide services to I.C.E. for a market analysis to accomplish the following:

- Determine the research needs and topics for credentialing stakeholders that will both maximize I.C.E.'s influence on the most relevant topics facing the credentialing community and the users of credentialing. Specifically, I.C.E. wants to learn:
 - What topics are most relevant to credentialing bodies for increasing value and rigor of credentialing programs? (internally focused)

- What topics are most impactful for those organizations/individuals who utilize credentialed individuals? (externally focused)
- What topics might appeal to other organizations to engage in a partnership approach?
- What topics might appeal to outside funders?
- What topics would support the organization's legislative/regulatory initiatives through the Professional Certification Coalition? A list of current monitoring activities and subject areas will be provided
- What funding organizations and grantmaking bodies are active in the credentialing community which might have an interest in I.C.E.'s research agenda?
- Meet with I.C.E. Management and the Research Think Tank members throughout the project to gain insight into the survey questions, scope of the work, and any adjustments needed.
- Develop/deliver a report on the findings and participate in a virtual educational session to release the findings to the I.C.E. Research Think Tank and the related R&D Committees.

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 and conducting a market analysis.
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)