



**National Registry of  
Emergency Medical Technicians®**  
THE NATION'S EMS CERTIFICATION™

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6610 Busch Blvd.  
Columbus, Ohio 43229

July 13, 2022

The National Registry of EMTs (National Registry or Registry) acting through a designated project team, is pleased to invite the submission of proposals for the development of purpose, vision, and mission statements for the organization. We invite your firm to submit a proposal to us by July 29, 2022, for consideration.

## **Background of the National Registry of Emergency Medical Technicians**

The National Registry is the Nation's Emergency Medical Services Certification organization that was established in 1970 as a nonprofit organization. The National Registry's current mission is to provide a valid, uniform process to assess the knowledge and skills required for competent practice by EMS professionals throughout their careers. This mission has not changed in its 50 years of existence. It is often said that the mission of the National Registry of Emergency Medical Technicians highlights our contribution to protecting the public and advancing the EMS profession.

The National Registry certifies nearly 100,000 EMS practitioners annually at four levels (Emergency Medical Responder, Emergency Medical Technician, Advanced Emergency Medical Technician and Paramedic) with approximately 475,000 certified as of May 2022. The National Registry employs approximately 90 employees with annual revenues of \$25 million. The organization is governed by a cross disciplinary board of 22 individuals representing various perspectives in EMS and the public.

## **Services to Be Performed**

Since the organization's founding in 1970, millions of EMS professionals have been certified. While National Registry's number of certifications slowly continues to build year-over-year, the value of this certification has become somewhat lost. The National Registry certification is often deemed a state requirement, and not special recognition for the knowledge and skills possessed by the EMS professional. This situation has diluted our value proposition in the EMS Community. Therefore, a recent Board of Directors decision was made to invest in updating our purpose, vision, and mission statements. These statements along with persona and customer journey research will provide the foundation to build a Blueprint that defines the emotional benefit, positioning, and associated message territories for our organization.

The National Registry has created a list of requirements to evaluate and select the best consultant for this proposed work:

- Vast experiences helping organizations update and/or create their purpose, vision, and mission statements
  - Methodical systematic plan for developing and guiding organizations through the development process
- Comfortable speaking with healthcare professionals, specifically emergency medical services (EMS) professionals, and the ability to help them understand the value of foundational statements
- Experience with nonprofit organizations
- Experience with certification organizations, strongly preferred
- Public Relations services, preferred

- Vast experiences helping organizations with strategic planning, strongly preferred
- Competitive pricing
- Ability to complete work within accepted timelines
- Three samples of work helping organizations develop purpose, vision, and mission statements
- Experience with building consensus with large diverse groups (40+ individuals)

The selected consultant will provide all the necessary services to develop, and ensure adoption of the purpose, vision, and mission statements. To do so, the chosen consultant must be willing and able to host several meetings/workshops either remotely or in Ohio. The consultant must have a professional demeanor. The consultant needs to be respectful of the process and the potential resistance of others. Throughout the process, the consultant must be able to express and convince key participants of the value of fundamental organizational statements as building blocks for the organization and a clear value proposition for important stakeholders.

The Purpose statement should meet the following criteria:

- It must be inspiring
- It should be brief and precise
- It should define National Registry's contribution to the public and EMS community
- It may contain an aspirational component
- It should be timeless

The Vision statement should contain the following elements:

- Specific to an aspirational goal that only National Registry can provide
- Aligned with National Registry values
- Ambitious, short, and memorable
- Feasible, focused, communicable
- Written for both internal and external stakeholders

The Mission statement should meet the following criteria:

- Must be a clear and concise statement that represents the reason for being. It must answer what organizational function is performed, how is this function performed, for whom, and why. In addition, fit the following criteria:
  - Differentiated from other nonprofit organizations, particularly those in EMS
  - Memorable, engaging, and honest

## Your Response to This Request for Proposal

In responding to this request, please provide the following information:

Consultants are requested to adhere to the following proposal format:

- Section 1: Executive Summary
- Section 2: Proposed Plan including workshop content and timelines
- Section 3: Requirements Response Matrix
- Section 4: Consultant Information
- Section 5: Reference Information
- Section 6: Examples of work
- Section 7: Additional Information
- Section 8: Price Proposal - submitted in Microsoft Excel format

### COVER LETTER

A cover letter must accompany all proposals. A corporate officer or person who is authorized to represent your company must sign this letter. The letter of transmittal must meet the following requirements:

- Identify the submitting organization

- Identify the name and title of the person authorized by the organization to obligate the organization contractually
- Identify the name, title and contact information of the person authorized to negotiate the contract on behalf of the organization
- Identify the names, titles, and contact persons to be contacted for clarification and scheduling of workshops and meetings
- Explicitly indicate acceptance of the requirements in this RFP
- Bear the signature of the person authorized to obligate the organization contractually
- Acknowledge receipt of all amendments to this RFP

## **EXECUTIVE SUMMARY**

The consultant must provide an executive summary that addresses the various categories. Please note that this section is meant to be a summary of the more detailed responses called for in the remainder of this Proposal Requirements section.

## **PROPOSED SOLUTION AND IMPLEMENTATION**

The Consultant must present specific details in the proposal. The response in this section must also outline the deliverables. The consultant should explain their understanding of the National Registry's objectives, describe proposed solutions, and explain how their proposed solutions achieve those objectives. The consultant shall provide a description of the steps to create/update the purpose, vision, and mission statements in separate succinct narrative form including:

- Professional approaches to uncover disparate organizational definitions, understanding, and perceived value for each statement
- Suggestions on how to align the statement descriptions while maintaining active participant involvement with National Registry's core team working on this initiative
- In addition, the consultant shall discuss their approach to the following:
  - Proposed project timeline including milestones
  - Approach to project management
  - Strategies, tools, and safeguards for ensuring project success on time
  - Additional factors for the National Registry's consideration

## **CONSULTANT INFORMATION**

To warrant consideration for this contract, consultants shall submit the following company information:

- Full legal company name
- Year business started
- State of incorporation or headquarters
- U.S. corporation? Yes or No
- Tax ID number
- Brief company history
- Subsidiary of another company? If so, provide corporate structure

## **CONSULTANT REFERENCES**

Consultants shall a list of three references where the development of purpose, vision, and mission statements were created. Please provide reference information in the format listed:

- Customer/account name
- Street address, city, state/territory, postal code, country
- Contact name, title, phone, email
- Description of project, including approach used to develop key statements

## **ADDITIONAL INFORMATION**

Consultants may submit additional information that is relevant but was not requested in the RFP. This information should clarify or enhance the proposal or provide information about areas in the RFP that are deficient and should be corrected.

## **PRICE PROPOSAL – SUBMITTED IN MICROSOFT EXCEL FORMAT**

Consultants shall provide price proposals for this project, including travel, workshop materials, and other materials related to this development work. The pricing proposal shall list these items in the same order. Consultants are encouraged to provide explanations, examples, or scenarios where needed for clarification. If a price is based on an assumption made by the consultant, the assumption should be explained in this section. These instructions are intended to assist in submitting pricing data. Compliance with these instructions is strongly suggested. Proposals should not include a single price without adequate detail.

## **Contact Person**

Please use the following name and contact information for all correspondence with the National Registry concerning this RFP.

Jill Mundy

Brand Manager, National Registry of EMTs

(508) 843-1165

[jmundy@nremt.org](mailto:jmundy@nremt.org)

Please let us know if you choose not to respond to this RFP.

Sincerely,



Meg Vavrinec, MBA

Director, Marketing & Communications

National Registry of EMTs