

REQUEST FOR PROPOSAL

CAE Certification Job Task Analysis

PURPOSE

The American Society of Association Executives (ASAE) is seeking proposals from psychometric firms to conduct a comprehensive job task analysis (JTA) to review the necessary tasks, skills, and competencies for association professionals who are practicing in the field, with the end goal of updating the current blueprint to reflect the current trends and future directions of association professionals.

BACKGROUND

ASAE is a membership organization of more than 48,000 association executives and industry partners representing 7,400 organizations. The Certified Association Executive (CAE) Program is a voluntary certification program, founded in 1960, which is designed to elevate professional standards, enhance individual performance, and designate those who demonstrate knowledge essential to the practice of association management. The certification program is governed by a commission of CAEs and a public member and managed by designated ASAE staff. An individual interested in achieving the CAE designation must meet certain pre-test qualifications and then must earn an acceptable score on a 200-question multiple-choice exam. The purpose of the CAE exam is to measure whether an individual possesses the knowledge, skills, and abilities of a competent association executive at the chief staff executive level. The CAE Program is accredited by NCCA.

OBJECTIVE

The primary objective of this initiative is to conduct a thorough assessment of the current job task analysis to capture the latest developments, trends, knowledge, and skills within the profession. ASAE previously conducted a formal job task analysis in 2018-2019 and implemented an updated examination blueprint based on the current professional practices and industry expectations.

SCOPE OF WORK

The scope of work will include, but is not limited to, the following:

1. Conduct a comprehensive review of the current job task analysis and identify areas requiring updates or modifications.
2. Employ current and robust data collection methods to gather input from industry professionals, stakeholders, and subject matter experts.
3. Analyze and document the updated knowledge, skills, and abilities of current association professionals.
4. Recommend revisions to the current examination blueprint based on the captured analysis.
5. Ensure the project is executed in close collaboration with our internal teams to reflect the certification body's standards and expectations.

PSYCHOMETRIC VENDOR QUALIFICATIONS

Vendors will possess the following qualifications.

- Demonstrated expertise in conducting job task analyses, especially within professions requiring certification.
- A deep understanding of certification standards and the role of job task analysis in upholding these standards.
- Proven ability to engage with industry professionals and subject matter experts to gather comprehensive data.
- Strong analytical capabilities to interpret data and make informed recommendations.
- A track record of successful similar projects, supported by references or case studies.

PROPOSAL SUBMISSION

Proposals must contain the following sections with the information requested:

1. Understanding
 - a. Briefly establish the contractor's general understanding of the full project.
2. Statement of Work
 - a. Describe in detail the methodology the contractor intends to use in completing each project task. Delineate contractor versus ASAE responsibilities. Indicate the project schedule. Describe all deliverables. Describe all proposed meetings (virtual and/or in person) needed to complete the activities described in this RFP.
3. Management and Staffing Plan
 - a. Include a plan for the overall management of the program and the coordination with ASAE. Present an identification of the approximate number of FTE personnel assigned to the project and a listing of the key professional staff who will be assigned, including name, educational credentials, job title, and work experience relative to the tasks to be performed. Identify who will be the lead contact for ASAE and who will facilitate subject matter expert meetings. Include professional staff resumes or curriculum vitae in an appendix. Include a list of any subcontractors/partners and whether separate agreements/contracts for said subcontractors/partners would be required.
4. Experience and Professional References
 - a. Document contractor experience relevant to the project and explain how the contractor will ensure all processes comply with industry standards. Provide the following information for three performance references from work on similar projects: description of the project, name, affiliation, title, and current telephone number and email address of the principal to be contacted. Provide specific details of your agency's previous experience working with certification programs that are NCCA accredited.
5. Budget
 - a. Include cost by task and overall for each element of the proposal:
 - i. Psychometric/Test Development and Monitoring Services

ii. Item Banking and Test Delivery

Deadline for Proposal Submission: Proposals must be submitted no later than April 30, 2024.

SELECTION PROCESS

Proposals will be evaluated based on expertise, approach, ability to meet certification standards, project management methodology, and cost. ASAE reserves the right to reject any proposal and accepts no responsibility for the cost of proposal preparation.

BIDDING AND CONTRACTUAL INFORMATION

ASAE accepts no responsibility for the costs to bidders for proposal preparation or submission and reserves the right to reject any or all proposals.

Proposals must be signed by an official with authorization to bind the bidder to its provisions. Proposals must indicate they are valid for a period of at least 90 days from the date of submission.

Questions and Letter of Intent to Bid should be sent via email to Jamar Wright, CAE, jwright@asaecenter.org.

CONTACT INFORMATION

For inquiries or to submit your proposal, please contact:

ASAE
Attention: Jamar Wright, CAE, Director, Credentialing
1575 I Street NW
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Washington, DC 20005
jwright@asaecenter.org

Email is the preferred method for submission of your proposal.