



Request for Proposals:
***ARTS EDUCATION PROFESSIONAL DEVELOPMENT
PROJECT MANAGER***

Issued: February 7, 2023
Proposal deadline: March 15, 2023

Summary: NASAA is seeking a part-time project manager to plan and implement professional development programs for a national network of arts education managers.

Available funds: \$60,000-\$70,000

Timeline: Proposals are due on March 15, 2023. Contractor selection will take place in April 2023. A 20-month contract will run from May 2023 through December 2024. Virtual services occur year-round; convenings occur each fall.

Location: Flexible location (work remotely or in NASAA's Washington, D.C., office). Fall convenings occur in person; travel required.

I. ABOUT NASAA AND STATE ARTS AGENCIES

The National Assembly of State Arts Agencies ([NASAA](#)) is the professional association that serves the nation's 56 state and jurisdictional arts agencies. We are a national, not-for-profit, nonpartisan organization that champions state support for the arts in America. NASAA's mission is to strengthen state arts agencies. We provide [advocacy representation, research and professional development services](#) that help state arts agencies serve the public. Our work is grounded in the knowledge that arts and creativity strengthen our nation and lie at the heart of prosperous, healthy and equitable communities where everyone has the opportunity to thrive.

[State arts agencies](#) comprise NASAA's membership and are our primary stakeholders. They increase public access to the arts and work to ensure that every community in America enjoys the cultural, civic, economic, educational and health benefits offered by the arts. Our members are government agencies, receiving most of their funding from state legislative appropriations as well as federal grants from the National Endowment for the Arts. Although NASAA is an independent 501(c)(3) organization, a majority of NASAA's budget likewise originates from government sources and our mission is focused on helping the public sector be highly responsive to community needs.

State and jurisdictional arts agencies play a crucial role in the U.S. arts ecosystem, supporting more than 20,000 independent artists, cultural organizations, schools, educators and civic organizations each year. State arts agencies place particular priority on services and support to historically underserved communities, especially rural regions, BIPOC (Black, Indigenous and/or people of color) communities, low-income communities, veterans, older adults and individuals with disabilities. In addition to providing grant funding, state arts agencies serve as vital conveners, technical assistance providers and information hubs.

II. BACKGROUND: ARTS EDUCATION PROFESSIONAL DEVELOPMENT

Arts education is a crucial aspect of state arts agencies' work. Arts learning is a recurring theme in state arts agency statutes and strategic plans; every state employs a manager responsible for arts education [grants](#) and [services](#); and the [federal Partnership Agreement funds each state arts agency receives](#) from the National Endowment for the Arts (NEA) have a [component designated specifically for arts education](#).

For more than 30 years, the NEA and NASAA have supported an annual Professional Development Institute (PDI) for state arts agency arts education managers. Funded through a cooperative agreement with the NEA, the PDI provides meaningful leadership development and technical assistance to representatives from all of the states and jurisdictions. While the specific objectives vary from year to year, the PDI generally is designed to bolster the knowledge and skills arts education managers bring to their roles, with an emphasis on:

- education policies and practices that lead to high-quality arts education;
- strategies for ensuring that all students—especially historically underserved populations—have equitable access to arts education; and
- peer learning that is valuable to both newcomers and experienced managers.

For additional information on recently convened PDIs, see: [2022 PDI Evaluation Report](#) (password: 2022Eval), [2021 PDI Proceedings](#), [2020 PDI Proceedings](#), [2019 PDI Proceedings](#).

Agendas are developed through a stakeholder-driven process led by an Arts Education Working Group comprised of representatives from state arts agencies and the NEA. NASAA manages the working group.

PDIs typically take place in person each fall, in September or October. They are held at varying locations across the United States and its jurisdictions. Site selection for the 2023 PDI is pending. The 2024 PDI will occur in San Juan, Puerto Rico, in conjunction with NASAA's Assembly 2024 conference. The NEA provides travel stipends for PDI participants.

Apart from planning and managing the PDI, NASAA provides additional services to support learning, networking and skill development for arts education managers. This includes:

- A listserv to facilitate peer communications
- Orientation and onboarding support for new managers
- Virtual dialogues around topics of interest to numerous states

All of these activities are funded by the NEA. Productive and harmonious working relationships with the NEA and the Arts Education Working Group are central to the program's success.

III. SCOPE OF WORK

NASAA is issuing this RFP to secure a project management consultant to plan and implement the 2023 and 2024 PDIs and provide related services to state arts agency arts education managers. Primary responsibilities are outlined below.

A. AEWG Committee Support

- 1) Coordinate Arts Education Working Group (AEWG) activities.
- 2) Schedule monthly committee/subcommittee meetings, draft meeting agendas and take/distribute notes. Track and report on action items.
- 3) Maintain committee documentation and facilitate online document sharing among committee members.
- 4) Secure approval from the NEA and AEWG cochairs on all committee meeting agendas, key communications and pivotal decisions.

- 5) Encourage active engagement by all committee members.
- 6) Coordinate field nominations for AEWG service and facilitate committee leadership elections.

B. PDI Planning and Implementation

- 1) Develop annual work plans for PDI preparations.
- 2) Contribute to the development of PDI agendas that are responsive to state arts agency, NEA and NASAA needs, as well as the interests of the PDI host agency.
- 3) Conduct preparatory site visits.
- 4) Collaborate with host agencies to identify meeting venues and local content partners.
- 5) Recruit session speakers and facilitators.
- 6) Secure contracts and agreements with speakers, venues and vendors.
- 7) Coordinate PDI meeting logistics, including room setups, A/V support, transportation, food and beverage, supplies, etc.
- 8) Provide on-site staffing for the PDI event.
- 9) Track expenses, prepare budget projections and produce budget reports, in collaboration with NASAA's chief operating officer.
- 10) Process reimbursement requests.

C. PDI Communications

- 1) Prepare and disseminate information about the PDI agenda, travel stipends and registration procedures.
- 2) Collaborate with NASAA's communications and operations team to develop event registration systems.
- 3) Maintain PDI related information on the NASAA website.
- 4) Encourage event attendance and monitor event registrations.
- 5) Prepare on-site meeting materials (handouts, reference documents, etc.).
- 6) Prepare name badges, event rosters, signage, etc.
- 7) Coordinate on-site note-taking and documentation.

D. Arts Education Network Support

- 1) Coordinate quarterly meetings of the arts education managers' Diversity, Equity, Inclusion and Access in the Arts (DEI+A) Subcommittee.
- 2) Coordinate with NASAA operations to maintain accurate contact information for state arts agency arts education managers.
- 3) Manage the arts education managers listserv.
- 4) Initiate outreach to new arts education managers. Orient them to NASAA services, PDI offerings and the arts education managers network.
- 5) Guide new managers' self-assessments to diagnose skills, strengths and weaknesses.
- 6) Coordinate peer-to-peer support services to connect new arts education managers with experienced colleagues.

- 7) Serve as a liaison between arts education managers and NASAA. Facilitate responses to information requests originating from or pertaining to arts education managers.
- 8) Serve as a liaison with the State Education Agency Directors of Arts Education (a.k.a. SEADAE) group.
- 9) Coordinate the arts education managers peer group session for NASAA's 2024 Assembly conference in San Juan.
- 10) Provide ancillary session/event support for NASAA during the San Juan Assembly.

E. Reporting

- 1) Provide weekly progress reports to NASAA's chief program and planning officer and quarterly expenditure projections to NASAA's chief operating officer.
- 2) Produce reports of PDI proceedings.
- 3) In collaboration with the NASAA research staff, design and conduct PDI event evaluations and prepare reports of findings.
- 4) Prepare federal Final Descriptive Reports descriptive of cooperative agreement activities.

The consultant will report to NASAA's chief program and planning officer. The consultant must be able to work independently, but onboarding and training support will be available to help the project manager get started.

Contract renewal for future years is a possibility, contingent upon performance.

IV. LOCATION

In-person travel to the PDI site (multiple days for PDI site visits and to staff PDI events) is a requirement. Otherwise, all routine committee and network meetings will be conducted via videoconference.

NASAA is a hybrid/remote workplace and we welcome proposals from consultants located anywhere in the United States. As an option, NASAA can provide access to office space and copier, phone and Internet service in our downtown Washington, D.C., office (Metro accessible).

Regardless of location, the consultant will be expected to use a NASAA email account for all business related to this project, to store files on NASAA's network and to keep materials electronically accessible to NASAA at all times.

V. TIME LINE

Proposal Deadline:	March 15, 2023
Consultant Selection:	April, 2023

Orientation and Onboarding:

May 2023

This contract will run from May 2023 through December 2024, covering the planning for two PDI events. The first PDI will be held in the autumn of 2023 (location pending) and the second in the fall of 2024 (in San Juan, Puerto Rico). The general trajectory of activities for 2023 will encompass:

2023 PDI planning meetings	May – December 2023 (monthly)
2023 PDI site visit	Late May – early June 2023
DEI+A Subcommittee quarterly meeting	June 2023
2023 PDI agenda development	June – August 2023
2023 PDI promotions	June – August or September 2023
DEI+A Subcommittee quarterly meeting	September 2023
2023 PDI on-site implementation	TBD September or October 2023
2023 PDI reporting and wrap-up	November – December 2023
DEI+A Subcommittee quarterly meeting	December 2023
2024 PDI work plan development	December 2023
Other network support activities	Ongoing

PDI planning meetings and other network support meetings are regularly scheduled during Eastern time zone business hours. Occasional calls with NASAA members or speakers located in other time zones must be scheduled outside of Eastern business hours.

VI. CONSULTING FEES

This project runs on a fixed budget. Within that budget, \$60,000-\$70,000 in consulting fees is available for a 20-month contract, running from May 2023–December 2024.

The typical weekly workload for planning the PDI varies over the course of the planning cycle. Depending on the dates of the PDI, the consultant might expect to dedicate a minimum of 12 hours per week January–March, 18 hours per week April–June, 24 hours per week July–September, and 12 hours per week October–December.

A separate budget is available for event related PDI expenses: speaker fees, A/V, facilities rental, travel, materials, food and beverage, etc.

VII. CONSULTANT QUALIFICATIONS

NASAA welcomes proposals from consultants with the following qualifications:

- A track record of successful **project management** and **event management**.
- **Subject-matter expertise** relevant to the scope of work. Experience with K-12 education, the arts and state government all are applicable to this project. Specific knowledge of state arts agencies is desirable but not required.

- Expertise in the design and delivery of **professional development programs for adults**. This includes an understanding of diverse cognitive styles, adult learning theory, experience design and related concepts.
- **Strong interpersonal and written communications**, to effectively convey complex information and develop diplomatic working relationships with multiple stakeholders.

VIII. PROPOSAL SUBMISSION

Proposals must include:

- **A summary of consultant capabilities.** How do your knowledge and expertise align with this scope of work? In what ways do you meet the RFP qualifications specified above?
- **Descriptions of prior projects.** Please tell NASAA about activities/events you have managed in the past. Include a description of the roles you played in planning and managing those activities/events.
- **A pricing proposal** that provides details on your consulting fees.
- **Bios or resumes of all individuals expected to work on this scope.** If multiple individuals will be involved, indicate the function each individual would perform.

Your proposal should be packaged as a single Adobe PDF file and sent to Kelly Barsdate at kelly.barsdate@nasaa-arts.org. Include "Arts Education Project Manager" in the email subject line. No hard-copy submissions will be accepted. Questions are welcome and should be directed to Kelly Barsdate before March 10, 2023. **The deadline is March 15, 2023, at 11:59 p.m.**

After receiving proposals, NASAA may make additional requests for interviews, references or further work samples. A request for an interview or supplemental information shall not constitute acceptance of a proposal.

NASAA is dedicated to creating an organization that welcomes, respects and values people of all races, cultures, ages, gender identities, sexual orientations, religions, creeds, ancestries, national origins, disabilities and political affiliations. Members of underrepresented groups are encouraged to apply for this consulting opportunity.

IX. TERMS

NASAA will negotiate contract terms upon selection. NASAA's procurement standards are guided by 2 CFR 200: Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (Uniform Guidance) published by the U.S. Office of Management and Budget. The contractor selected may not be actively excluded from receiving federal funds, as determined by the System for Award Management. NASAA is not obligated to make an award following this RFP.