The National Service Office for Nurse-Family Partnership and Child First Request for Proposal

BACKGROUND INFORMATION

Nurse-Family Partnership (NFP) serves first-time moms affected by social and economic inequality throughout the first 1,000 days of pregnancy through the child’s second birthday to build the lives they want for themselves and their children. The National Service Office (NSO) for Nurse-Family Partnership and Child First supports NFP implementations across the country, offering services and resources to nurses to share with families. This includes a comprehensive and extensive set of materials to encourage nurses and families to explore and discuss a variety of topics, enhance families’ knowledge and skills, promote critical thinking and decision making, and promote behavior change. These are branded as the NFP Visit-to-Visit Guidelines®.

Most of the materials are in PDF format, available in both English and Spanish, with accompanying nurse instructions that offer guidance for introducing and discussing various topics with families. Nurses access the materials using a website that the National Service Office maintains, branded as the eGuidelines®. Within the website, nurses can email PDF materials to clients and track materials shared with each family.

EQUITY

The NSO is committed to being an equitable and inclusive organization and strives to incorporate inclusion, diversity, equity, and anti-oppression (IDEA) throughout all our work and outcomes. Equity will be incorporated as a core value of our new strategic plan, with diversity, inclusion, and anti-oppression as foundational to what we do and how we operate. In addition, the NSO is committed to dismantling systemic racism and culture divisions that undermines these goals. The selected strategic planning consultant may be asked to coordinate work with the NSO’s Chief Human Resources and Equity Officer and on-going equity work to ensure that this strategic plan reflects our equity values and goals.

Minority & Women-Owned Business Participation

The NSO encourages participation in all of its contracts by Minority- and Women-Owned Businesses.

PURPOSE

The NSO has initiated a Request for Proposal (RFP) to identify qualified consultants to guide and execute a strategic assessment with our stakeholder community to inform a five-year strategic plan for the family-facing Visit-to-Visit Guidelines materials and eGuidelines website functionality.
WHO IS ELIGIBLE TO RESPOND?

The NSO seeks consultants who demonstrate a strong overall understanding of the structure and purpose of nonprofit organizations, have strong facilitation skills, and have proven experience with nonprofit and technical strategic planning.

SCOPE OF WORK AND DELIVERABLES

We expect the project to include:

1. Project management and facilitation
2. Design and execution of a strategic planning process that meets the criteria outlined in this RFP
3. Development of a five-year strategic plan for the client education materials (2023-2027)

The strategic plan will offer recommendations that promote efficiency in accessing and sharing content, effectiveness in the way content is utilized, inclusiveness in the type and format of the content, and language accessibility.

PROJECT GOALS AND TARGET AUDIENCE

The NSO envisions the scope of work to be completed in two stages. Work completed in each of the stages will be summarized in a report to the Education Leadership Team.

1. **Stage 1- Pre-planning**
   This stage requires the consultant to research and report the following in preparation for the strategic planning session. Items to be considered:
   - Review of the history and overall assessment through gap or SWOT analysis of the Visit-to-Visit Guidelines and eGuidelines website to evaluate opportunities and concerns
   - Interviews, surveys, and focus groups for family, NFP nurse, and NSO staff input
   - Development of a shared understanding of the current status of the Visit-to-Visit Guidelines and eGuidelines website

2. **Stage 2- Strategic Planning Creation**
   At this stage, the consultant supports the NSO to identify strategic goals and create an actionable strategic plan. The plan will include:
   - An executive summary
   - A comprehensive plan that identifies:
     - Vision and values
     - SMART (specific, measurable, achievable, realistic, and time-based) goals
     - Objectives
     - Strategies including technical solutions to address objectives for accessibility of content
     - Tactics
     - People resource needs in terms of anticipated project hours
o Costs for implementing technical solutions
o Outcomes
o Measurables

• Optional items to the plan would include:
  o Resource development strategies
  o Communication strategies

OWNERSHIP AND CONFIDENTIALITY

All proposals submitted become the property of the NSO. The NSO has the right to use all information unless it is marked proprietary and/or confidential. If the bidder considers any material to be proprietary or confidential, the bidder must indicate this in the relevant sections of the response and mark such materials confidential or proprietary.

PROPOSAL FORMAT

Please include the following information in your proposal:

• General Information: Name of the consultant, title, address, phone number, email address, and website, if one exists.
• The name and position/role within the consulting firm for any team members assisting in the project
• Consultant’s qualifications including education, experience with facilitation, strategic planning, and project management
• Qualifications of team members who will be involved in the project
• Your approach to strategic planning
• A summary of your strategic planning experience
• Identify specific nonprofit sectors in which you have conducted strategic planning
• Project plan that demonstrates a clear understanding of the work to be performed, specific activities to be conducted at each stage, estimated hours, and other information relevant to the project
• Sample project timeline with major tasks, deliverables, and milestones
• Detailed project budget including proposed payment schedule tied to project milestones and deliverables
• Previous work product including at least one sample of a previously completed strategic plan. Portions may be redacted to protect private information as needed.
• Three references including the individual’s name, address, phone number and email address

SCORING

Proposals will be reviewed and evaluated on the following criteria:
1. Qualifications (35%)
2. Scope of Proposal (25%)
3. Work Plan (25%)
4. Budget (15%)
PROCESS FOR PROPOSAL SUBMISSION AND EVALUATION

1. **Closing Submission Date**- Proposals are due by 4:00pm Mountain Time on Friday, July 1, 2022.

2. **Inquiries**- Inquiries concerning this RFP should be directed to:
   Kim Weber Yorga – Director, Nursing Education
   303-864-4330
   Kim.weberyorga@nursefamilypartnership.org

3. **Conditions of Proposal**- All costs incurred in the preparation of a response to this RFP are the responsibility of the bidder and will not be reimbursed by the National Service Office.

4. **Submission Instructions**

Completed RFP submissions including all elements listed above are due to the NSO by 4:00 pm Mountain Time on Friday July 1, 2022.

- Narrative description of project proposal should not exceed 8 single spaced pages, written in 12-point, Times New Roman or Arial font.
- Attachments/forms must be type written. Include additional pages as needed.
- FAX copies will NOT be accepted.
- Submissions will NOT be returned.

Submissions can be submitted electronically to: Kim.weberyorga@nursefamilypartnership.org by the closing date and time noted in this RFP. Electronic submissions cannot exceed 20 megabytes per email. Multiple emails per RFP submission can and will be accepted.

Submissions may be mailed to:
Kim Weber Yorga
Nurse-Family Partnership
1900 Grant Street, Suite 400
Denver, CO 80203

An email acknowledgement of each submission received will be sent to the applicant. All proposals received by the deadline will undergo a preliminary screening. Late or incomplete applications will not be accepted for review and rating. Any proposal may be disqualified if it deviates from the submission instructions in this RFP.
5. **Reservation of Rights**- The NSO reserves the right to request or negotiate changes to a proposal, to accept all or part of a proposal, or to reject any or all proposals. The NSO may, at its sole and absolute discretion, select no provider for these services if, in its determination, no applicant is sufficiently responsive to the need. The NSO reserves the right to withdraw this Request for Proposal (RFP) and/or any item within the RFP at any time without notice. The NSO reserves the right to disqualify any proposal which does not adhere to the RFP guidelines. This RFP is being offered at the discretion of the NSO. It does not commit NSO to award any grant or enter into a contract.

6. **Notification of Selection and Timeline**- The NSO will form an RFP Selection Committee. The evaluation process will include individual committee member evaluations and ratings of each proposal, followed by committee discussion and ranking of proposals. After preliminary rating and ranking of proposals, interviews may be scheduled with finalists, particularly if two or more proposals are closely rated and/or more information is needed. References will be contacted for all finalists.

The final recommendation of the RFP Selection Committee will be submitted for approval by the NSO Chief Nursing Officer and is not subject to appeal. All applicants will receive written notification of NSO’s decision regarding their proposal.

Additional information may be required from the selected applicant prior to the awarding of the project. Any information withheld or omitted, or failure to disclose any history of deficiencies shall disqualify the applicant from award of the project and/or contract.

The NSO reserves the right not to select an applicant for project implementation if, in its determination, no qualified applicant has applied or is sufficiently responsive to the service need. In the event that no proposal is selected, the NSO may elect to either not develop the service pending further analysis of alternatives to meet the expressed need, or to issue a new RFP to attempt to expand the pool of potential respondents.

**TIMELINE**

- June 1, 2022 - RFP Release Date
- July 1, 2022 at 4:00pm Mountain Time - Deadline for receipt of proposals
- July 5 - 15, 2022 - Evaluation of proposals by Selection Committee
- July 18 - 22, 2022 Interviews with highest-ranking applicants, if applicable
- July 29, 2022 - Notice of selection emailed to applicants
- August 19, 2022 - Startup contract signed