

Request for Proposals to Create an Education Plan

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April 16, 2021

INTRODUCTION/PROJECT OVERVIEW

The Association of Specialty Cut Flower Growers, Inc. (ASCFG) is a 501 (c) (6) trade association. Its mission is to support specialty cut flower growers by creating accessible educational opportunities and research for all growers at every stage in their development of financially sustainable businesses.

In its 33-year history, the ASCFG has produced a wide range of educational events, including national conferences, trade shows, farm tours, and regional meetings. Since the pandemic, it has expanded its offerings through Zoom and other online platforms, such as Facebook live and a virtual growers' school, as it works to educate and unite more than 2,500 members across North America and several other countries.

Goals and Objectives

The ASCFG seeks to immediately broaden and enhance its existing education plan to meet members' desires for comprehensive education in growing, harvesting, and marketing cut flowers, as well as managing cut flower businesses for profit and sustainability. Elements of the plan should address optimal methods and convenient delivery to increase its reach to all members, including those who may otherwise be excluded due to financial or other constraints. The ASCFG strives to provide a variety of programming to meet the needs of varying levels of members' experiences, and encourage continuing education.

Expectations

Based on the organization's Strategic Plan (viewable at www.ascfg.org), the ASCFG is in search of a contractor with proven skills planning, coordinating, and implementing multi-faceted learning experiences.

The contractor will work independently and provide the Executive Director weekly progress reports and other updates as indicated by the benchmarks. Regular assessment of progress with the management team will take place.

Budget

Bidders should provide a detailed estimate of their cost of services.

QUALIFICATIONS AND REQUIREMENTS

Applicants should possess:

- Demonstrable project management skills with the ability to meet project quality and schedule commitments.
- Leadership experience in curriculum development.
- Experience in online instruction, instructional design, and assessment.
- Strong technology skills, and experience using technology for teaching and learning.
- Experience writing course descriptions and creating branded content for marketing of educational offerings.
- Knowledge of the farming and floral industries is an asset.

PROJECT DESCRIPTION AND DELIVERABLES

The ASCFG is in search of a developer of its education programs, both synchronous and asynchronous. The consultant should analyze the organization's current needs, particularly within the framework of pandemic restrictions and opportunities, to determine optimal platforms for, and timing and execution of, all options. They will lead a collaborative process for developing programs and curriculum that include diverse methods to engage members at all levels. Results from a 2019 membership survey will be provided to the hired consultant.

The consultant will recommend optimal platforms and program content, based on assessments of ASCFG members' needs and capabilities, as well as cost, effectiveness, and the contractor's firsthand experience.

TIMELINE AND SCOPE

The projected date for contract commencement is on or before **August 1, 2021, with completion expected within 60 days.**

This is the first phase of the ASCFG's education initiative with the expectation that the second (implementation) will follow immediately.

Elements of Proposal

Please submit a proposal of not more than ten pages summarizing how you would approach this project. Include key benchmarks and deliverables, and estimated hours to accomplish them.

Application Process

Candidates should submit a cover letter stating their qualifications and hourly rates, along with a resumé, references, and samples of past work. Selection will be made based on applicants' proven success record with organizations in similar industries, as well as the expertise and technical skills necessary to complete this work.

Apply at www.ascfg.org/education-research-positions