

# **Association of Specialty Cut Flower Growers, Inc. Request for Proposals to Expand Education Programs**

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## **Introduction**

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

## **Project Goals and Scope of Services**

The ASCFG seeks to expand and improve its existing education program to meet members' needs for online and in-person education in growing, harvesting, and marketing cut flowers, as well managing cut flower businesses for profit and sustainability. The first phase is a three-month planning contract, the outcome of which should be a detailed program plan, including implementation hiring, funding, and evaluation. The contractor should consider the roles of partners in funding and executing this work.

A companion RFP addresses our research program. You are welcome to apply for either or both.

## **Anticipated Selection Schedule**

Proposals will be accepted from January 31 until a suitable proposal is identified. The projected date for contract commencement will on or after March 1.

## **Timeline**

March 1—June 30. This includes regular assessment of progress with management team.

## **Elements of Proposal**

Please submit a proposal of not more than five pages summarizing how you would approach this project. Include key benchmarks and deliverables, and your proposed budget not to exceed \$6,400.

This project's goal is to create and execute a comprehensive plan to expand and enhance the ASCFG Education Program with attention to each of the following:

- Evaluate a recently conducted in-depth membership survey and propose new activities, partnerships, and funding models to strengthen the current education program to meet members' needs.
- Develop a detailed plan to broaden online learning opportunities, including webinars, podcasts, or other platforms, including synchronous and asynchronous learning.
- Develop a detailed plan to produce in-person learning opportunities, including large and small national, regional, and local events, such as speaker sessions, farm tours, and floral design events.

- Develop a detailed plan to augment the mentorship program, including new models for mentor and mentee training, and the expansion of member participation.
- Develop an evaluation program to assess the effectiveness and impacts of the education program.
- Develop new funding models and opportunities to partner with other organizations for funding, outreach, and delivery.

### **Application Evaluation Criteria**

Proposals will be evaluated on clarity, the extent to which they address the elements of this RFP, and feasibility. Our goal is to have a plan which will lead directly to either a hire or a second RFP, and to new work products and deliverables within the calendar year.

### **Application Process**

Candidates should also submit a resumé and provide samples of past work, indicating a 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](http://www.ascfg.org/education-research-positions)

### **Budget**

The budget for this phase of the education initiative is \$6,400.