

Request for Proposals to Create and Implement Online 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 all growers at every stage in their development of financially sustainable businesses.

Project Goals and Scope of Services

The ASCFG seeks to immediately expand and improve its existing education program to meet members' desires for online education in growing, harvesting, and marketing cut flowers, as well managing cut flower businesses for profit and sustainability.

Based on the organization's Strategic Plan, the ASCFG is in search of an individual with experience planning, managing, and implementing online educational programs, who will create a new framework for our education program and advise on multiple aspects of online program development and delivery as follows:

- Growers' School targeted to beginners
 - August: Develop program (six to eight sessions) with staff
 - September: Platform integration and registration process development
 - October: Events available to attendees
- Educational sessions for experienced growers.
 - August: Develop program (two to three sessions) with staff
 - September: Platform integration and registration process development
 - October, November, December: Events available to attendees
- Lay groundwork for, and develop more expansive programs.
 - October
- Develop an assessment tool to be used by learners to identify their current knowledge level and plan their continued learning journey, and by the ASCFG to evaluate the education program as a whole.

The contractor will research optimal platforms and recommend to staff, based on cost, and contractor's firsthand experience with them.

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

Anticipated Selection Schedule

Proposals will be accepted from July 22 until a suitable application is identified.

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 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. We will make our selection based on your 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