

# Management Services for The Texas Academy of Nutrition and Dietetics Request for Proposal (RFP)

## General Overview

The Texas Academy of Nutrition and Dietetics (Texas Academy) is one of 53 affiliates of the Academy of Nutrition and Dietetics (the Academy), the world's largest organization of food and nutrition professionals with over 75,000 members. The Academy is committed to empowering members to be the nation's food and nutrition leaders and optimize the nation's health through food and nutrition.

The Texas Academy is a 501(c)6 representing ~4000 Registered Dietitian Nutritionists and Dietetic Technician, Registered members. The Texas Academy is seeking proposals for an organization or individual(s) to provide executive management services for the one-year period beginning on or about **June 1, 2021**. Contracts may be renewed.

Responses to the following Request for Proposals must be received by midnight on April 10, 2021. Proposals will be reviewed, and interviews may be conducted to make the final selection. Selection will be made, and applicants will be notified of a decision on or before May 15, 2021. Questions about this RFP should be directed to Tracey Ledoux at [president@eatrighttexas.org](mailto:president@eatrighttexas.org).

## Background

The Texas Academy is a non-profit organization in good standing with the Secretary of State and the Academy of Nutrition and Dietetics. The organization is led by a volunteer Board of Directors, consisting of a President and elected officers. The contractor would work closely with the President and the Executive Committee of the Board of Directors (BOD) to execute the strategic plan of the organization and meet its stated Vision, Mission and Strategic Goals.

### Vision

Empower Texas Academy members to be food and nutrition leaders

### Mission

Optimize Texans' health through food and nutrition

### Strategic Goals and Initiatives:

- The public trusts and chooses Registered, Licensed dietitians as food and nutrition experts.
  - Strengthen and differentiate a respected brand for Registered Dietitians, Registered Dietitian Nutritionists and Licensed Dietitians.
  - Establish value to target audiences through effective programs, services and initiatives offered by registered dietitians, registered dietitian nutritionists and licensed dietitians.
  - Take a proactive science and evidence-based position on issues related to health.
  - Work collaboratively with local and state food and nutrition communities.
  - Strategically promote RDs, RDNs and LDs for leadership roles in key influential and visible positions
- Texas Academy of Nutrition and Dietetics members improve the health of Texans.
  - Engage members to impact food and nutrition policies through participation in the legislative and regulatory processes at local, state and federal levels.

- Enhance the relevance of public health nutrition within the Academy and increase its visibility in the broader public health community.
- Optimize relationships with key stakeholders and external organizations.
- Provide support to help members optimize the public's health through food, nutrition and physical activity.
- Reduce health disparities by promoting improved access to RD, RD and LD services and nutrition interventions.
- Members and prospective members view the Academy as vital to professional success.
  - Empower present and future practitioners to be the leaders and mentors in food and nutrition
  - Provide state-of-the-art professional development for education, competence and career success
  - Provide relevant and valued member benefits for diverse member audiences
  - Identify and respond to the needs of a changing diverse group of members.
  - Foster diversity in Academy's leadership positions

### **Services Needed**

The contractor shall perform executive management services according to Texas Academy policies and procedures. It is anticipated that conducting the services requested in this RFP would require 35 hours per week, with fluctuations depending on association activities in any given month. These services include:

- **General Administration & Leadership Support**
  - Maintain a professional office with standard business operating hours (Monday – Friday 9:00 am to 4:00 pm) which serves as the Texas Academy's headquarters, communications center, and permanent address.
  - Establish and maintain a receptionist service, telephone coverage, and secretarial staff during operating hours
  - Oversee the updating, maintenance, and production of business stationary, medical nutrition therapy manual, brochures, mailing labels, and other materials, as needed.
  - Maintain membership records and database upon receipt of data from the Academy
  - Annually produce and distribute the current Texas Academy Policy and Procedures Manual, including the bylaws and strategic plan to the Texas Academy Board of Directors and leadership team.
  - Handle Texas Academy correspondence
  - Assist the Board with preparation and distribution of meeting agendas, minutes, board rosters, calls for reports, calls for action, motion tracking forms, and financial reports; establishing and issuing reminders on action item lists; establishing master calendar of deadlines corresponding to the Executive and Board meetings, major association events, and as required by the bylaws and standing rules
  - Process continuing education requests
  - Support the nomination process including call for nominations, nominee and candidate notification and support to the nominating committee
  - Produce, disseminate and retain documents related to elections of Texas Academy officers
  - Provide information requested by the Academy as required of an affiliate headquarters office
  - Attend, support, and participate in quarterly Board meetings. Coordinate with President on meeting agenda, prepare board packets including leadership reports

and any documentation for agenda topics, and prepare & track motion documentation forms.

- Maintain Texas Academy files and records, including meeting minutes, financial reports, mailing lists, membership rosters, newsletter archives, and other membership services collateral material
- Maintain a complete knowledge of state and federal laws affecting nonprofit organizations and make recommendations to the Board of any necessary changes in bylaws or articles of incorporation by changes in the law
- Assist the Awards Chair during the Texas Academy awards process on releasing a call for awards, distributing award packets, and communicating with candidates
- **Membership Services**
  - Serve as a resource center for members or the public who have association and/or industry questions. Handle telephone, fax, and email requests in a timely manner
  - Serve as a resource for affiliate associations
  - Assist in the production of a monthly President's Platform newsletter to include design, coordination of articles, and distribution of the newsletter
  - Assist in the development, design and maintenance of the Texas Academy website (<http://eatrighttexas.org>) and other forms of social media
  - Assist with communication links with appropriate state agencies and/or organizations as directed by the Board
  - Assist in monitoring proposed state legislation and agency rules on occasions when key legislation has been identified and as directed by the Public Policy Panel
  - Provide necessary legislative and administrative support services to the Public Policy Panel
  - Assist in developing a public relations plan as directed by the Board of Directors
  - Develop and distribute press releases when appropriate
  - Assist the Membership Chair with strategies to enhance organizational membership
- **Meeting and Event Management**
  - Conduct reviews and make recommendations regarding hotel/venue site selection for the Texas Academy Annual Conference and Exhibition (ACE), Annual Leadership Orientation, Board of Directors and other meetings as required
  - Negotiate contracts for hotels, convention centers, decorating companies, and audiovisual companies
  - Follow up to ensure compliance of contractors (hotel, convention center, etc.)
  - Conduct air and ground transportation negotiations and arrangements when required
  - Make appropriate food and beverage arrangements for events and meetings
  - Assist with program development, speaker contracting and program evaluation
  - Ensure education sessions are approved for continuing education credits and that continuing education forms are processed within the required time frames
  - Prepare documentation and notebooks for Annual Leadership Orientation and other meetings as required
  - Develop and implement event marketing, including program design and distribution for annual meeting (exhibitors' brochure, pre-registration form, on-site program, etc.)
  - Assist with sponsor relations
  - Maintain a database list of prospective exhibitors

- Manage exhibitor contracts, assignment of booths, and on-site coordination at the trade show at the annual meeting
- Ensure adequate on-site signage for all events and meetings
- Handle advance and on-site event registration and produce name badges, educational materials, and handouts
- Ensure preparation of awards' plaques and certificates
- Take responsibility for security and admissions control
- Conduct insurance/risk management assessments and ensure appropriate coverage
- Make arrangements for special and/or social events
- Coordinate and assist with Annual Leadership Orientation
- **Financial Operations & Management**
  - Maintain all financial records and transactions of the Texas Academy in a computerized financial accounting system in accordance with standard accounting practices
  - Assume management of the Texas Academy checking account and reconcile all monthly bank statements
  - Make timely deposits of all funds received
  - Administer the Texas Academy Political Action Committee to include collection and deposit of all PAC funds, disbursement of political donations, and filing of statements and forms as required by the State of Texas and IRS
  - Prepare and update budget and financial reports for the organization, including detailed financial statements, records, tax accounting, and tax filings (Forms 990 and 990-T and others, as required, in conjunction with an accounting firm retained for this purpose)
  - Provide financial services for conferences and seminars, working closely with volunteers
  - Prepare checks for signature as needed to include payment of all expenses incurred by the Texas Academy and reimbursement of volunteer expenses
  - Prepare and distribute quarterly financial reports to include budget variance reports
  - Prepare and produce invoices
  - Assist the Finance Committee in developing an annual operating budget
  - Propose new strategies for and provide guidance on financial development
  - Complete and file annual tax returns
  - Coordinate an annual financial review and/or audit with the Secretary/Treasurer as required by bylaws and standing rules
  - Prepare financial documents for the annual review or audit
  - Manage investments in accordance with the guidelines established by the Board of Directors
  - Add monthly financials to the Texas Academy website in a timely manner
  - Ensure that the new Secretary/Treasurer and President can sign signature cards and complete appropriate financial paperwork within the first month of taking office; Follow up with the bank to confirm successful transition
- **General Management & Support**
  - Provide advice and counsel to Board of Directors
  - Assist in development, update & maintenance of strategic plan through documentation of quarterly activities
  - Assist in achieving organizational goals and objectives

- Provide all other management and support services reasonable and necessary for the high-quality management of a statewide volunteer professional association

### **Quality of Services**

- Members, suppliers and vendors will be treated with the upmost respect and their issues will be handled professionally and in a timely fashion.
- Issues that are not quickly resolved will be referred quickly to the appropriate BOD member for intervention.
- Contractor performance will be reviewed annually in conjunction with contract negotiation.

### **Contract**

The Texas Academy will enter into a one-year renewable contract with the selected Contractor effective **June 1, 2021**. The contract will outline the agreed upon fee schedule and list of services, in addition to the general terms and conditions set forth in the attached sample contract. A contract appendix will outline in detail duties to be performed by volunteer affiliate members and those duties to be specifically performed by the contractor. The contract will specify terms for dissolution by either party without cause with 60-days notice.

### **Who May Respond**

Individuals or organizations with executive management experience

### **Responses**

Responses to the RFP should include the proposed services, number of hours per week expected to provide said services, and include an annual, all-inclusive fee for said services to be paid in monthly installments. Questions about this RFP or Texas Academy can be directed to Tracey Ledoux at [president@eatrighttexas.org](mailto:president@eatrighttexas.org).

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**RESPONSES MUST BE RECEIVED BY April 10, 2020**

**RESPONSES RECEIVED AFTER THAT DATE WILL NOT BE CONSIDERED.**