



## **Request for Proposals (RFP)**

Learning + Professional Development Subject Matter Expertise (SME):  
Environmental Scan, Strategies, and Roadmap for  
Community Health Center Education Efforts

**RFP Released: Monday, January 13, 2025**

**Proposals Due: Monday, February 10, 2025 (11:59PM ET)**

### **Points of Contact**

Subject Matter Content Inquiries: Brian Kirkland ([bkirkland@nachc.org](mailto:bkirkland@nachc.org))  
Submission Process Inquiries: Latisha Harley ([lharley@nachc.org](mailto:lharley@nachc.org))

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## **Organization Overview**

The [National Association of Community Health Centers](https://www.nachc.org) (NACHC) is a national organization supporting federally qualified health centers and federally qualified health center look-alike organizations (also known as FQHCs or Community Health Centers) and expanding health care services for the medically underserved and uninsured. Founded in 1971 to promote efficient, high-quality, comprehensive health care that is accessible, culturally and linguistically competent, community-directed, and patient-centered for all, NACHC's mission, [strategic pillars](#), and [strategic framework](#) continue to guide our values and priorities as an organization representing a national health center movement.

## **Background**

The National Association of Community Health Centers (NACHC) is a 501c3 organization founded in 1971 to promote efficient, high-quality, comprehensive health care that is accessible, culturally and linguistically competent, community directed, and patient-centered for all. NACHC is the leading innovative change agent collaborating with affiliates and partners to advance Community Health Centers as the foundation of an equitable health care system free from disparities and built on accessible, patient-governed, high-quality, integrated primary care.

As a trusted resource, NACHC delivers training and technical assistance (TTA) to preserve, strengthen, and expand the health center movement by assisting existing and potential FQHCs in addressing administrative, clinical, and operational demands. NACHC's education and TTA programs strive to empower adult learners with strategies and best practices to address challenges facing today's health centers. National training workshops are offered throughout the year and online learning events and other educational resources are provided on an ongoing basis. [Learn more here.](#)

In addition, NACHC empowers health center professionals with strategies and best practices by maintaining a cadre of practitioners and subject matter experts who provide quality educational instruction and technical assistance utilizing adult learning principles, advanced instructional design, and the understanding and application of technology to advance learning and engagement.

## RFP Services Desired

NACHC seeks a Subject Matter Expert (SME) to assist in the evaluation of and strategies to advance our organization's internal and external learning and professional development services for curricula and instructional design of competency-based adult learning.

The SME will assist NACHC leadership and staff in completing the following services including, but not limited to:

1. Conduct an environmental scan of "competitors/benchmarkers" in a similar education/TTA space to better understand environmental trends and priorities that will impact both our organization and members as it relates to engagement in NACHC education and TTA programs.
2. Conduct an internal scan and analysis of current or under development NACHC education offerings.
3. **[Deliverable]** By completing items 1 and 2 above, develop a NACHC Education Strategy and Development Roadmap via a written report and PowerPoint presentation.

## Time Period

The period for services is (estimated) March 10, 2025 through June 30, 2025.

## Funding & Budget Information

NACHC has allocated \$50,000 for deliverables in response to this RFP. Vendor(s) must provide a comprehensive budget based on the ideal methodology and process used to meet the desired services, scope of work, and deliverables. All costs must be itemized into the appropriate budget categories and must directly relate to the project activities described in the RFP. Budget negotiations may occur.

## Scope of Work & Deliverables

**Task 1:** Conduct an environmental scan of "competitors/benchmarkers" in a similar education/TTA space to better understand environmental trends, priorities, modalities, and design that will impact both our organization and members as it relates to engagement in NACHC education and TTA programs.

- a. What trends in the community health center environment would be best supported by increased education and professional development opportunities?
- b. Are there practice or health center role gaps and/or challenges in the field that are not being addressed by education or professional development?
- c. What advances in training delivery and design would best meet the training needs of our target audience and differentiate NACHC as a TTA provider of choice?
- d. What models of design, delivery, and assessment of training and education will best meet the needs of health centers, such as interactivity, structured learning, continuing education credits, community engagement and collaboration, LMS functionality, and learner engagement and evaluation?
- e. What other companies/associations are sources of competition for NACHC? How do NACHC competitors price similar products? How can NACHC differentiate the return on value of its education from these sources?
- f. What potential opportunities are there for partnerships with other organizations?

**Task 2:** Conduct an internal scan and analysis of current or under development NACHC education offerings.

- a. What are trends, priorities, modalities, and design in the community health center environment that are not currently addressed by NACHC education?
- b. What are areas of improvement for content, design, and delivery type?

**Task 3 - Deliverable:** Create an actionable report for NACHC's Education Roadmap detailing the following items and including goals, objectives, milestones, staffing recommendations, timeline, cost projections, and key performance indicators:

- a. NACHC's Education Value Proposition
- b. Recommendations to help NACHC deliver this Education Value Proposition, including:
  - Educational Content
    - What changes in content, design, and delivery of TTA should NACHC focus in the next 1-2 years?
    - What existing NACHC content can be repurposed or should be phased out?
    - How can NACHC develop content that can be delivered as Instructional Led Training (ILT), elearning, conceptual standalone video content, and publications.
    - Which educational content can/should NACHC provide Continuing Education Units or Certificate Tracks for?
    - Where are there gaps in health center roles' professional development or continuing education opportunities, content, or delivery?
  - What existing and/or new NACHC staff roles or subject matter experts are needed to carry out this work?
  - What partners/organizations should we consider collaborating with?

## Information Requested

Proposals must be submitted using NACHC's web-based portal by **Monday, February 10, 2025 at 11:59PM Eastern Time**. Incomplete proposals will not be considered. NACHC will notify all applicants on or around **February 28, 2025**. [Vendor Interviews may take place the week of February 24, 2025, if deemed necessary.]

### Online Submission Portal

[NACHC RFP: Learning + Professional Development Subject Matter Expertise \(SME\)](#)

Proposals must contain the items below, which are evaluated based on the specific criteria outlined in the Evaluation Table below.

- Point of Contact Information
- Name / Description of Organization
- Capability Statement
- Resume(s)
- Evidence of Work & References
- Project Workplan Approach
- Proposed Budget
- Signed Attestation Statement (see below)

Upon submission of a complete application, NACHC's review team will evaluate the applicant's qualifications in response to this RFP.

## **Attestation**

By my signature below, I hereby certify that this Proposal reflects my best estimate of the capability of organization and the true and necessary costs for the project, and the information provided herein is accurate, complete and current as of the date of my signature below.

I agree that my electronic signature is the legal equivalent of my manual signature on this application. By typing my name below, I certify that the information provided in the application is true and accurate.

**Print Name:**

**Title:**

**Organization:**

**Signature:**

**Date:**

## Evaluation Criteria

Rating Domain	Application Selection Criteria To earn full points in each domain, the applicant must demonstrate:	Points
<b>Work Samples + References</b>	<p>Evidence of work must align with the project described in this RFP and demonstrate the ability to deliver the services requested. The vendor should provide the following required items in response to this RFP:</p> <ul style="list-style-type: none"> <li>• At least one work sample report/roadmap excerpt from a similar, recent (no more than three years before the date of this RFP) deliverable. Page Limit: 5 pages</li> <li>• Three client references that include the following information: <ul style="list-style-type: none"> <li>• Contact name and title, organization name, email, phone number, and a short description of services rendered.</li> </ul> </li> <li>• Past client evaluations, reference letters, and/or testimonials demonstrating quantitative and/or qualitative feedback from at least two audiences, clients, or engagements occurring no more than three years before the date of this RFP.</li> </ul>	15
<b>Project Workplan</b>	<p>The vendor should fully explain their approach to developing a project work plan, such as their use of (not limited to) a process followed for project development, a schedule of activities that describes how the vendor will achieve the scope of work, measurement/evaluation, or other details that outline how the vendor approaches their project work. Vendors may choose to use a specific project example to demonstrate their approach.</p>	30
<b>Proposed Budget</b>	<p>The budget proposal should include the hourly and/or daily rates of the vendor or vendor team to complete the requested scope of work and deliverable(s).</p> <p>If working in a team, an estimated hours/daily rate of the team is sufficient if all team members have been outlined in the Resume section.</p> <p>Further, direct costs must include the daily and hourly rates for all expert(s) and staff engaged in work. Rates should reflect the overall cost rate, including any fringe, overhead, and/or general &amp; administrative expense (G&amp;A) if required.</p>	25
<b>Capability Statement</b>	<p>Provide a brief document highlighting your ability to deliver technical skills and/or subject matter expertise in alignment with the requested services. Please ensure that the Statement includes your ability to work with others and collaborate.</p> <p>Page Limit for Capability Statement: 2 pages</p>	15
<b>Resume(s)</b>	<p>Resume(s)/CV(s) of expert(s)/staff clearly show tenure, professional experience, and/or education that reflects knowledge and ability in content expertise and training.</p> <p>Page Limit for Resume(s)/CV(s): 2 pages per key expert/staff</p>	15
<b>Total:</b>		100

## Scoring Matrix

- a. NACHC’s review team will assign scores on a scale of zero (0) to five (5) where the end and midpoints are defined as follows:

Score	Description	Discussion
0	No Value	The Response does not address any component of the requirement, or no information was provided.
1-2	Below Average	The Response only minimally addresses the requirement and the Bidders ability to comply with the requirement or simply has restated the requirement.
3	Average	The Response shows an acceptable understanding or experience with the requirement. Sufficient detail to be considered "as meeting minimum requirements".
4-5	Above Average	The Response is thorough and complete and demonstrates firm understanding of concepts and requirements.

- b. A score of zero (0) on any scored requirement may cause the entire application to be eliminated from further consideration.
- c. Application scores will be calculated by multiplying the average (mean) score assigned by the review committee members by the weight assigned to each scored element: Average Score x Weight = Points Awarded