



International Association of Fire Chiefs

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Request for Proposal

Creation of One-Day Format for Recruitment and Retention Coordinator Certification Course & Updates to Prerequisite Online Training

1. Summary and Background

The International Association of Fire Chiefs (IAFC) seeks competitive proposals from U.S. companies and consultants to create a one-day format of an existing IAFC two-day instructor-led training, Recruitment and Retention Coordinator Certification, and to update the prerequisite online course, Recruitment and Retention - Volunteer Administrative Leadership Series (VALS).

The International Association of Fire Chiefs (IAFC) represents the leadership of firefighters and emergency responders worldwide; our members are the world's leading experts in firefighting, emergency medical services, terrorism response, hazardous materials spills, natural disasters, search and rescue, and public safety policy.

The IAFC has been awarded a FEMA SAFER grant to assist volunteer and combination (departments with career and volunteer members) fire departments improve firefighter recruitment and retention through data, education, and collaboration. These tools are being created using the funding the IAFC received from FEMA.

2. Proposal Guidelines & Timeline

The response period will be open until July 19, 2024. Submissions will be reviewed and evaluated upon receipt. Final selections will be made, and applicants notified no later than August 2, 2024.

The selected contractor will be provided with a contract and must agree to terms and conditions set forth by the IAFC.

Proposal Timeline:

1. July 8, 2024 – Questions due regarding the RFP (may be emailed to Kaitlin Lutz, klutz@iafc.org). Please allow two business days for response.
2. July 19, 2024- Proposals due back to IAFC (email to klutz@iafc.org)
3. August 2, 2024 - Vendors will be notified of the acceptance/rejection of their proposal.
4. August 31, 2024- Contract finalization with accepted vendor.

3. Project Timeline & Deliverables

The project is divided into two phases, with a total duration of approximately 12 months. Work can be completed in a shorter period but cannot exceed 12 months.

Months 1-6:

- Review existing Recruitment and Retention Coordinator Certification instructor-led training curriculum.
- Review existing IAFC Academy course, Recruitment and Retention - Volunteer Administrative Leadership Series (VALS).
- Work with IAFC provided Subject Matter Experts (SME) to condense two-day curriculum into a one-day course and identify areas in the course that need to be updated. This will involve participating in virtual meetings with SMEs and IAFC staff.
- Pilot and test updated IAFC Academy course, Recruitment and Retention - Volunteer Administrative Leadership Series (VALS).

- Deliverable: Develop a draft curriculum, instructor guide, and student guide for a one-day Recruitment and Retention Coordinator Certification class.
- Deliverable: Updated SCORM files for IAFC Academy course, Recruitment and Retention - Volunteer Administrative Leadership Series (VALS).

Months 6-12:

- Develop and facilitate virtual or in-person train-the-trainer for IAFC provided instructors.
- Participate in pilot of one-day Recruitment and Retention Coordinator Certification instructor-led training.
- Make updates to instructor-led training curriculum based on pilot.

- Deliverable: Final curriculum, instructor guide, and student guide for a one-day Recruitment and Retention Coordinator Certification class.

Project Notes:

The contractor is expected to maintain a consistent communication channel with the IAFC and the workforce strategy consultant throughout the project.

Monthly progress reports outlining completed tasks and upcoming milestones will be required.

The IAFC reserves the right to adjust the project timeline or deliverables based on unforeseen circumstances or project needs.

4. Project Purpose and Description

The International Association of Fire Chiefs (IAFC) seeks a qualified contractor to develop a one-day version of an existing instructor-led training, Recruitment and Retention Coordinator Certification. The contractor will review the existing course curriculum and materials, work with IAFC provided SME's to identify areas in the course that need to be updated and condense the curriculum into a one-day format. The contractor will also work with IAFC provided SME's to review and update the online course, Recruitment and Retention - Volunteer Administrative Leadership Series (VALS).

Recruitment and Retention Coordinator Certification Instructor-Led Training: This two-day class provides students with the skills to successfully recruit and retain new volunteers into their

departments. The course explores the membership lifecycle, how to market your department, marketing strategies for volunteer recruitment, how to interact with the public, how to interview perspective volunteers and how to work with fire department leaders. The course involves minimal lecture time and is highly interactive. The course teaches students through individual, small group and scenario-based activities. Students leave the class with a recruitment and retention plan specific to their department.

Recruitment and Retention - Volunteer Administrative Leadership Series (VALS) Online Training:

This is the prerequisite online training to attend the Recruitment and Retention Coordinator Certification instructor-led training. The course provides the student with the foundational knowledge to grow their department by recruiting and retaining quality members. Areas covered in this course include conducting a needs assessment, understanding marketing, Applications, background checks and interviews, the onboarding process, benefits and incentives, and the role of leadership in recruitment and retention.

5. Qualifications & Expectations

Curriculum Development Expertise:

- **Experience in developing instructor led-trainings:** The contractor should have a proven track record of successfully developing instructor led-trainings in one day formats. They should be familiar with reviewing and updating existing course content. They should be familiar with developing interactive trainings with minimal lecture time.
- **Experience in developing and editing online trainings:** The contractor should have a proven track record of successfully developing and editing online trainings, including specifically working with SCORM files.

Project Management Expertise:

- Proven ability to manage complex projects from inception to completion.
- Strong communication and collaboration skills to work effectively with the IAFC staff and the separate workforce strategy contractor.

Preferred Qualifications:

- **Experience with Similar Projects:**
 - A history of developing trainings in a government or non-profit setting is a plus.
 - Experience with trainings related to public safety or emergency response would be highly advantageous.
- **Understanding of Fire Department Needs:**
 - Familiarity with the challenges and considerations related to volunteer firefighter recruitment and retention would be beneficial.

Expectations of Contractor:

- **Project Kick-off Meeting:** Participate in a virtual kick-off meeting with IAFC staff and the IAFC provided SME's within the first month of the project. This meeting will establish clear project goals, communication channels, and roles for all parties involved.

- **Status Meetings:** Participate actively in regular status meetings (frequency to be determined jointly) throughout the project. These meetings will review progress on deliverables, address any issues or roadblocks, and ensure alignment with project goals. The IAFC will strive to schedule meetings at times that accommodate the contractor's availability within Eastern Standard Time (EST) working hours (9:00 AM to 5:00 PM).
- **Collaboration with IAFC Provided SMEs:** The contractor will work closely with the selected recruitment and retention SMEs to develop one-day instructor-led training and update existing online course. This collaboration may involve joint meetings, information sharing, and discussions.
- **Communication Responsiveness:** The contractor is expected to respond to inquiries from IAFC staff in a timely manner. This includes responding to emails within 2 business days and promptly addressing phone messages.
- **Project Documentation:** Maintain clear and concise project documentation, including meeting minutes, action items, and progress reports. Submit these documents to the IAFC project manager at designated intervals.
- **Invoicing:** Submit invoices in accordance with the IAFC's invoicing policy, which will be provided to the selected contractor upon contract finalization. Invoices should be detailed and clearly link charges to completed project deliverables.

6. Proposal Requirements

Please provide answers to the following questions in as efficient a manner as possible.

Organization Profile and Experience Information

1. Provide a brief history of your organization, including experience working with the public safety community in developing instructor-led and online training.
2. Provide a brief summary of two past performance examples your organization has provided related services to the Federal, State, or Local government agencies. Include the total grant or contract award amount, Agency name, Agency point of contact, and a summary of major accomplishments and outcomes.
3. Describe your company's experience with similar projects and the course topics listed in this RFP.
4. Indicate if your organization or company is a certified minority-, veteran-, or women-owned business with the Small Business Administration.
5. Include short bios for key personnel who will be working on this project.

Project Information

1. Provide a detailed, proposed work plan for reviewing and updating the existing instructor-led and online trainings.
2. Describe how the project would be managed and your process and response times for responding to project status updates.

Cost Information

1. Provide detailed cost information including labor category/personnel, fully burdened labor rates, hours, estimated travel costs, and any other direct charges (ODCs).
2. This contract is expected to have a not to exceed value of \$41,000.
3. Provide an itemized breakdown of fees for the project. Feel free to include optional add-ons for the project.

Other

1. Provide any additional information that you believe is pertinent to this RFP.

7. Proposal Evaluation Criteria

RFP responses will be evaluated on the following:

- History of the company
- Credentials of vendor backed by applicable references
- Experience of vendor developing similar projects
- Proposed timeline including management milestones
- Methods of project management including how the vendor intends to update the IAFC
- Proposed cost delineated by major features of the project
- Developer's availability during Eastern Standard Time working hours of 9:00 AM to 5:00 PM
- Since this project is funded by a FEMA SAFER grant we can only work with companies within the United States

By submitting a proposal, contractors acknowledge that they and their affiliates have no undisclosed conflicts of interest.

8. Payment Terms

Contractor will submit invoices monthly and will be paid for work completed.

This contract is expected to have a not to exceed value of \$41,000.

9. Submission Process

Proposals Due: July 19, 2024

Please email responses for this RFP to: Kaitlin Lutz, klutz@iafc.org