

**REQUEST FOR PROPOSAL**  
**for ASSOCIATION MANAGEMENT SERVICES**  
**issued by the**  
**COLORADO ASSOCIATION OF LIBRARIES (CAL)**



**ISSUE DATE: APRIL 16, 2018**  
**SUBMISSION DEADLINE: JUNE 29, 2018**

<http://www.cal-webs.org>

## **I. ORGANIZATIONAL OVERVIEW**

The Colorado Association of Libraries (hereafter, “CAL”) is a nonprofit, volunteer-run organization whose purpose is to improve library services to the people of Colorado, provide professional development for its members, encourage the effective utilization of information in all libraries, and communicate to elected officials and partner organizations the role and importance of libraries and library staff in society. CAL is a state chapter of the American Library Association.

CAL serves as the common bond, voice, and power for the library community. We are united to advocate for quality library services, support access to information, and foster the professional development of our members.

Through CAL's efforts, Colorado libraries will be essential to the enrichment of all Colorado communities. The Association will be the most powerful advocate for all library issues in the state. As a model association, CAL will be the first choice of library staff and other supporters for leadership, advocacy, and professional development.

CAL has over 500 individual, institutional, and corporate members, including librarians, library employees, institutions, and corporations drawn from public, school, academic, and special libraries; public library trustees; education administrators; library service providers; library vendors; volunteers; and library supporters.

## **II. SUMMARY OF CONTRACT**

Through a fair, open, and competitive bidding process, CAL is soliciting proposals from firms (hereafter, “Agency”) to provide a defined set of association management services, described

below in section IV, Scope of Services.

### III. TERM OF CONTRACT

The contract will cover a two-year service period of **January 1, 2019 – December 31, 2020**. The contract will include a one-year option to renew at the same service level and price for the contractual period of January 1, 2021 – December 31, 2021, by mutual consent between CAL and the Agency.

The contract is non-exclusive; CAL need not be the Agency's sole client.

### IV. PROPOSAL SUBMISSION INSTRUCTIONS

Sealed RFP responses shall be submitted via email or physical mail to the CAL Primary Contact:

Carol E. Smith, University Librarian  
President, Colorado Association of Libraries  
Arthur Lakes Library  
Colorado School of Mines  
1400 Illinois St. Golden, CO 80401  
303-273-3696 | [cesmith@mines.edu](mailto:cesmith@mines.edu)

Any submissions via email should include the subject line "**CAL – Association Management Services Proposal**".

Any and all questions regarding the RFP should be submitted in writing via email to Carol Smith, 2018 CAL President, at [cesmith@mines.edu](mailto:cesmith@mines.edu).

### V. RFP SCHEDULE

All deadlines are 5:00pm Mountain Time on the date specified in this section.

#### Detailed Schedule

This RFP will be **issued Monday, April 16, 2018**. No candidate Agencies will have advance access to the RFP. The RFP will be posted on the CAL website homepage at <http://www.cal-webs.org/> as well as distributed via appropriate web venues.

Agencies desiring to submit an Intent to Propose must do so via email to the CAL Primary Contact by **May 4, 2018**.

Agencies may submit questions to the CAL Primary Contact until **May 18, 2018**. Email

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submission of questions is required, no questions received over phone will receive a response. Questions will be accumulated and all responses will be shared via email with Agencies who have communicated an intent to propose by **June 1, 2018**.

The RFP **submission deadline is Thursday, June 29, 2018**. Sealed RFP responses must be received no later than Thursday, May 31, 2018, at which time and place responses will be opened and reviewed by the officers of the CAL Executive Board (hereafter, "Board"). Proposals received after the deadline will not be considered.

The Board **will evaluate and take action on RFP submissions no later than Friday, September 21, 2018**.

- CAL may, at its discretion and as it deems necessary, conduct discussions with candidate Agencies. These discussions will be for the purpose of clarification to assure a full understanding of, and responsiveness to, the RFP requirements.
- The goal of the RFP evaluation process is to select an Agency whose proposal is most advantageous to CAL's management and member operations, taking into consideration the qualifications, price, scope of services, and other factors set forth in this RFP. The ideal and qualified Agency will be invited to enter into a Letter of Agreement and subsequent contract according to terms outlined in this RFP.

Agencies submitting proposals will be notified of the Board's action via phone, email, fax or letter **no later than Friday, September 28, 2018**.

Full terms of any contract, if awarded, will be summarized in a Letter of Agreement provided by the winning Agency **no later than Friday, October 5, 2018**.

- This Letter of Agreement will outline all contract terms, scope, fees, and conditions. The Agency will be considered an independent contractor of CAL and not an employee. As such, the contractor is responsible for all applicable taxes associated with contract fees paid by CAL.

The Letter of Agreement will be **signed and executed by the Board no later than Friday, October 12, 2018** for agreed upon contract services to begin on **January 1, 2019**.

#### Summary Schedule

April 16, 2018: Issue RFP

May 4, 2018: Intent to Propose deadline

May 18, 2018: Deadline to submit questions

June 1, 2018: CAL Primary Contact will issue responses to questions

June 29, 2018: Proposals due

September 21, 2018: Board decision on winning proposal

September 28, 2018: All Agencies notified of decision

October 5, 2018: Letter of Agreement submitted by winning Agency

October 12: Letter of Agreement written and executed with successful Agency

January 1, 2019: Commencement of contract

## **VI. RFP SUBMISSION FORMAT**

Proposals must include the following elements:

1. Description of the Agency and its qualifications. List of key Agency representatives and their experience.
2. A list of similar clients over past 3-5 years with brief description of services provided.
3. Name, title, and individual contact details for the person(s) submitting the proposal.
4. Detailed description of all services offered by the Agency. RFP's should at minimum include the services delineated herein under section IV, Scope of Services, but may include additional services offered by the Agency. If any services are optional and involve additional costs/fees, these should be listed.
5. Total fee for all services included in the proposal for the timeframe of the contract, per Section IV.
6. Service period.
7. Payment terms.
8. Assurance of agreement with terms specified for renewal options as described in this RFP, or alternatives for CAL to consider.
9. Accessibility times of the Agency, including days of the week, hours of the day, and communication methods.
10. Terms and additional fees, if applicable, for providing additional services not included in the contract that may arise.
11. Any other service qualifications, conditions, limitations to be considered for any contract that results if the Agency is selected.
12. 3-5 professional references from individuals or companies who have used your Agency's services.
13. Any other information about the Agency and its services relevant to the RFP selection process that may need to be included for reviewers' awareness (optional).

## **VII. SCOPE OF SERVICES**

Services provided by the Agency will include, but are not necessarily limited to:

### **1. Financial Services**

- Provide prompt, timely monthly accounting support for accounts payable, accounts receivable, and bank reconciliation, including:
  - Receive, process, record, and deposit income from member dues, conference registration, interest income and all other revenues.

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- Prepare checks for signature. Pay CAL vendors with a 60-day payment term.
  - Prepare and produce invoices with 30-day payment terms.
  - Maintain and manage general ledger of financial accounts.
  - Reconcile bank statements.
  - Maintain records of accounts receivable and pursue when necessary.
  - Prepare and distribute monthly financial reports and consolidated balance statements for the Treasurer and other designated members of the Board. These at minimum should include: Minimum balance sheet; a statement of activities (income statement) for the current month; comparative year to date, budget and actual; ability to prepare departmental/functional income statements (budget/actual and year to date activity).
  - Assist the Treasurer in the budget development and documentation for Board meetings and maintain an accurate accounting of income and expenses.
  - Assist the Treasurer with developing and maintaining a long-term financial plan.
  - Provide the Treasurer with monthly check registers, accounts receivable and accounts payable details.
  - Provide the Treasurer a detailed general ledger upon request.
  - Provide the Treasurer dues and membership activities/details upon request.
  - Monitor and report on investments.
  - Process credit card receipts.
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- Maintain transparency in financial matters for Board and member review.
  - Maintain budget software that can be accessed easily by the Board at the CAL office.
  - Coordinate audit according to the schedule established by the Board.
  - In accordance with the schedule established by the board, solicit competitive bids for audit firm, forward results to the Executive Committee for selection process.
  - Facilitate financial audits and reviews including document preparation and correspondence with auditor.
  - Establish internal audit controls in collaboration with the CAL Treasurer. Internal audits will be conducted approximately every 3 years.
  - Any related auditor fees will be passed through the Agency to CAL for payment.
  - Assist in the preparation of annual budget and financial reports for the organization, including detailed financial statements, records, tax accounting, and any required tax filings (Forms 990 and 990-T and others as required in conjunction with auditors).
  - Preparation of 1099 forms as needed. The Agency will review accounts and vendors paid and assist in the determination of 1099's that are required to be issued. They will then prepare and mail all required 1099 forms to the recipients and the Internal Revenue Service.
  - Ensure that reports are filed in compliance with state and federal laws (i.e., annual report with the Colorado Secretary of State, IRS 990, and related forms).
  - File sales tax exemption when due.
  - Assist with investment fund management, including special funds as may be designated by the Board. These include but are not limited to the Association's CLEF and Boucher Funds.

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- All financial records of the association are the property of CAL and will be made available in a useable format in the event the contract is terminated.
- Participate in periodic financial meetings as needed with designated members of the Board, either in person, via phone, or via synchronous electronic connectivity as mutually agreed upon.
- Advise designated members of the Board on appropriate financial procedures by reviewing documentation.
- Assist annual Conference Chair(s) with development of a conference budget, in coordination with the CAL Treasurer.
- Provide financial services as needed for conferences and seminars, working closely with conference planning committee members.

## **2. Membership Management Services**

- Manage, and support an online membership registration system.
- Maintain and update the established single, comprehensive, online membership database:
  - Promptly update membership information as needed.
  - Implement revisions as needed to the online membership registration form, membership database, and membership reports according to the
  - direction of the Board.
  - Provide secured online access to the membership database, with contact information for members who do not opt out of being listed.
  - Answer support questions from members regarding use of the online membership registration system.
- Maintain and send timely membership dues renewals to CAL members.
- Receive and process membership applications and renewals. Process payments for membership dues.
- Supply a pre-determined set of standardized membership reports to the Board and the Membership Committee Chair each month.
- Work with and provide consultation to the Membership Committee on recruitment and retention of members, including but not limited to membership campaigns, membership categories, and processes.
- Work with CAL Board or Membership committee designees on a process to identify and notify members when membership is lapsed to encourage renewal.
- Assist and attend Membership Committee conference calls and meetings as needed.
- Provide non-event basic membership support for 4 Associations and 4 Divisions, as well as CAL Committees and Interest Groups.

## **3. Administrative / Clerical Services**

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- Serve as CAL's physical headquarters, providing and advertising a CAL office address.
- Provide a telephone answering system that will be answered in CAL's name during normal business hours (Mon-Friday, 8:00am-5:00pm, MST), with voicemail answering system with current CAL information for hours outside the contract. Return calls or redirect inquiries to designated CAL member(s) within one or two business days as appropriate.
- Provide one general email address for conducting CAL business.
- Provide professional and personal attention to routine correspondence, telephone, fax, and email inquiries by receiving, responding, and/or distributing as appropriate to CAL officers and vendors.
- Serve as a single point of contact for administrative activities for both the CAL Board and CAL membership.
- Provide non-event basic staff support for 4 associations and 4 divisions, as well as CAL committees and interest groups.
- Act as CAL's registered agent, managing and completing the annual filing of corporate registration with the State of Colorado.
- As directed by the Board, submit any documentation or other paperwork to maintain the ALA chapter status for CAL and any of its 4 associations if and when required.
- Maintain CAL's directors and officers ("D&O") and general liability insurance. Ensure adequate insurance coverage.
- Respond to general organizational requests and information inquiries from both CAL members and non-members.
- ~~Interface and~~ Respond to inquiries from prospective members and vendors and direct same to designated association member(s) for action or follow-up if needed.
- Provide document storage services. The Agency will store up to 20 copy paper sized boxes and electronic CAL correspondence/documentation from the current and up to two previous fiscal years.

#### **4. Board Services**

- Communicate with the Board regarding all aspects of the association on a regular basis.
- Provide one Agency staff member to attend, support, and participate in bi-monthly Board meetings.
- Provide one Agency staff member to attend, support, and participate in an ex-officio, informational capacity in special Board meetings as requested, including Board orientation/training sessions, strategic planning sessions, etc.
- Participate in Board and CAL president phone calls as needed.
- Provide advice and counsel to the Board on matters relevant to non-profit boards, member and board management, or similar matters as necessary to assure efficient association management and operations.
- Assist in achieving organizational goals and objectives.
- Assist board with performance of its duties and responsibilities.
- Provide administration support to Board activities. This support includes:
  - Making meeting arrangements, including videoconference setup for remote

- participants.
- Notifying all board members and committee and interest group chairs when agenda items and reports are due before each Board meeting, following the timeline outlined in CAL's written policies and procedures.
- Collecting, collating, and electronically distributing board packets prior to each Board meeting, following the timeline outlined in CAL's written policies and procedures.
- Upon input and information on candidates from designated Board members, build an online ballot process that allows the membership to vote electronically for officers of the various associations, divisions, and interest groups.
- Work with and assist the Board to implement changes to bylaws, policies and procedures as needed.
- Archive Board reports (print and electronic copies, per record retention policy). In accordance with any adopted or specified records retention policy, work with the Board to archive business and association records every few years with the Denver Public Library's collection of historic CAL and CLA records on file at the Western History section of DPL.

## **5. Event Support Services**

- Event support services provided by the Agency will include the annual CAL conference, the annual CAL Legislative Lobby Day, and any other association-wide member events that may be scheduled.
- Provide support in building online registration and catering payment coordination of all Association, Division, Interest Group, and Committee workshops.
- Coordinate with and support members who are planning conference events.
- Assist with site selection for the annual conference.
- One Agency staff member attends monthly conference planning committee meetings as needed.
- Work with Conference Planning committee chair to negotiate all conference pricing (menu, AV, etc.) for all conference-related activities. Monitor contract obligations between CAL and conference facilities, vendors, or others.
- Assist the Conference Planning Chair with the scheduling of sessions, speakers, committee meetings, the use of AV equipment, and ADA support.
- Provide one on-site Agency staff member at the fall conference to coordinate the work of volunteers and assist the Conference Planning chair. Potential duties include:
  - Participate with registration, badges, tickets for special events, monitor exhibits,
  - assist speakers, prepare signage, maintain a message board,
  - and other responsibilities that may be developed in conjunction with the Conference Planning Committee.
- Create and maintain conference online registration forms, both advance and on-site, for both attendees and vendors, including registration confirmations.
- Develop registration materials, process advanced registrations, prompt participants to register via email, email registration acknowledgements, process on-site registrations,



distribute materials, badges, collect fees, track and report the number of people registered. Follow up with conference receivables.

- Assist with event marketing to members/non-members and potential vendors/sponsors.
- Work closely with the Conference Planning Chair and Conference Planning subcommittees to organize the participation of library vendors and sponsors.
- Handle all exhibitor logistics; i.e., assist with vendor/sponsor packets, develop online registration forms and invoicing.
- Work with Conference Planning Committee on
  - ideas to attract attendees, vendors/sponsors, and other conference support
  - calls for program proposals.
  - Building and maintaining a conference registration form on website.
  - Receiving conference presentation proposals and send to the conference program subcommittee chair.
- In conjunction with the Conference Planning Committee and/or conference chair:
  - Solicit bids from one or more printer(s),
  - Select and work with printer to produce and distribute conference program.
  - Oversee final galleys of the conference program.
  - Assist in planning and tactical sessions.
  - Assist with marketing the conference via social media.
  - Assist with updating and maintaining the conference website.
  - Assist with conference handouts, presentations, and other materials to post to CAL website and conference website.
- Work with the Awards Committee on nominations of awards for the awards luncheon at conference; order plaques.

## **6. Communication Services**

- When provided content and directed by the board or other association designee, broadcast e-mails about CAL services, news, membership, conference registration, legislative news or other association business to members as needed.
- Assist the Communications Committee in distributing the CAL newsletter to members.
- Support and assist the Communications Committee in maintaining the CAL website, including but not limited to the editing and updating of the events calendar, Board, Association, Division, Committee, and Interest Group contact pages.
- Work with and assist the Board in creating and maintaining a timeline/calendar for the year noting all pertinent meetings, CAL events, newsletter deadlines, nomination deadlines, etc.
- Create, maintain and delete electronic discussion lists as requested by the Board.
- Add and remove subscribers to individual electronic discussion lists in a timely manner as requested by members and/or the Board.
- Provide instructions for electronic discussion list utilization to the Board for distribution.
- Maintain a system to keep records of CAL social media account login and passwords.

**END OF RFP**