National Association of State Contractors Licensing Agencies (NASCLA)

Request for Proposal

Book Publishing Company for

BACKGROUND OF NASCLA

The National Association of State Contractors Licensing Agencies (NASCLA) was formed in 1962 as a not-for-profit organization. The association is comprised of states agencies that have enacted laws to regulate the business of contracting. It is dedicated to the mutual assistance of the member states in striving for better regulation of the construction industry to protect the health, safety and welfare of the general public.

The association’s membership is comprised of state and local contractor licensing agencies, construction firms, construction trade associations and others associated with the construction industry.

In 1990, the NASCLA Board of Directors voted to develop a national contractor’s business management guide. The NASCLA Board of Directors felt that the use of a common guide would not only help provide a basic understanding of business management subjects to license applications, but also could promote the standardization of licensing examinations, aid in reciprocity agreements among states, and reduce the reference materials required of license exam candidates.

The NASCLA Contractors Guide to Business, Law and Project Management guides are designed to provide an overview of business management subjects for contractor examination candidates applying for a license. It is also written to act as a reference guide for licensed contractors.
Business and Law Publications

The business and law publications are divided into three (3) major sections, which are described below. For the state specific editions there is state specific content imbedded throughout the chapters and appendices within each book.

**Part 1** “Getting Your Business off the Ground” focuses on business planning and start up. This section will help contractors formulate a business plan, choose a business structure, understand licensing and insurance requirements, and gain basic management and marketing skills.

Chapter 1 – The Plan
Chapter 2 – Choosing Your Business Structure
Chapter 3 – Becoming a Licensed Contractor
Chapter 4 – Managing Risk
Chapter 5 – Your Business Toolbox
Chapter 6 – Marketing and Sales

**Part 2** “Fundamentals for the Field” covers fundamentals contractors will need to know to operate a successful construction business. This section covers estimating, contract management, scheduling, project management, safety and environmental responsibilities and building good relationships with employees, subcontractors and customers.

Chapter 7 – Bidding and Estimating
Chapter 8 – Contract Management
Chapter 9 – Scheduling and Project Management
Chapter 10 – Customer Relations
Chapter 11 – Employment Management
Chapter 12 – Jobsite Safety and Environmental Factors
Chapter 13 – Working with Subcontractors

**Part 3** “Office Administration” provides valuable information to assist contractors in managing the administrative functions of their business. Financial management, tax basics and lien laws are covered. Effective management of these areas of business is vital and can create serious problems if they are not given the proper attention.

Chapter 14 – Financial Management
Chapter 15 – Tax Basics
Chapter 16 – State Specific Mechanics’ Lien Law
The Appendices at the end of each guide provide the full text of the statutes, rules and regulations that control the major activities of contracting in a specific state, as well as other relevant information such as: Glossary, Business Plan Template, Useful Links and a New Business Checklist.

Appendix A – Glossary  
Appendix B – Business Plan Template Appendix  
C – Useful Links  
Appendix D – New Business Checklist  
Appendix E – State Specific Contractors Licensing Law Appendix  
F – State Specific Rules and Regulations

Each publication also includes Supplemental Forms and Links located online at http://nasclaforms.org. The online website is updated annually around the first of the year for standard information such as IRS forms, etc. However, state specific updates would be applied when a new edition is released.

NASCLA Supplemental Forms and Links (Online Access) Resource Links  
Interactive Tools:  
Business Entities Business Planning  
Contractor Licensing Employee  
Management Lien Law  
Safety & Environment Tax Basics

eBook/Online Versions of Publications  
NASCLA has offers eBook/Online Versions of Publications when requested by the state agency. Although eBooks (electronic devices) are not allowed in the testing center, NASCLA provides this option for use on a 3rd party platform, for candidates to be able to study and/or have access to the publication online, with certain printing, copy/pasting, etc. limitations included. If your company has an opportunity to provide this product as well to NASCLA, please include this information in your proposal. This however is not a requirement to have to contract as a Publisher for NASCLA.

Complimentary Publications & Resources for RFP Respondents

The association currently has 30 business and law publications. One (1) complimentary copy of the NASCLA Contractors Guide to Business, Law and Project Management is available upon request.

NASCLA can also grant a respondent, upon request, permission to access and view the NASCLA Supplemental Forms and Links located online at http://nasclaforms.org/.

For a copy of the complimentary publications and online access, please contact Jacquie Wilberscheid, NASCLA Education Manager, at (623) 587-9354 or via email at jacquie@nascla.org.
PURPOSE OF REQUEST FOR PROPOSAL

RFP OPTION – FULL SERVICE PUBLISHERS

Overview

NASCLA is seeking a publishing company who can: 1. **update** the existing content and 2. **write** new content areas when needed in the *NASCLA Contractors Guide to Business, Law and Project Management* publications, sections, etc. based on state agency needs. NASCLA owns the copyrights and contents of the business and law manuals, which will be provided to the selected publisher in Adobe InDesign and PDF file formats.

Publisher Key Responsibilities

The selected publishing team would, ideally, have an expert or team of experts that would review the business and law content and construction terms bi-annually and make updates as needed for NASCLA’s Basic Edition. They should also have a graphic designer to work on current designs and modify the materials, when needed. This work may include page layout and column formatting, artwork within chapters, cover artwork, and page and chapter numbering. NASCLA can provide input and recruitment of Subject Matter Experts (SMEs), if needed.

The publisher will also need to collaborate with NASCLA’s Staff as they work with state licensing agencies on the desired content, modify existing content areas and remove content as requested. The publisher will have a NASCLA Staff member as their primary contact. Ideally, the publisher will need to take a pro-active approach in reviewing state agency websites for updated laws, rules and regulations to begin incorporating into the state specific publication when the update process begins; this is not a requirement. They will also need to work with NASCLA’s Staff on any additional modifications that might be needed from the applicable testing company on new editions and updates so that the new information can be incorporated into their examination. NASCLA will be the liaison between the Publishing Company, state licensing agencies, and testing companies.

Bi-annual revisions are typically required by the state agencies to accommodate updates from changing laws, rules and regulations and the addition of new industry information, when applicable. The publisher would have to coordinate with NASCLA Staff on such updates, possibly working in multiple publication updates at the same time. Ideally, the publisher would take a proactive approach in researching and communicating bi-annually with NASCLA Staff to ensure that content and materials are being updated in a timely manner.

The publisher would be responsible for working with NASCLA’s preferred printer and providing the “print ready” version of the publications to the printer. NASCLA will make sure that the printer has the information needed and will be the liaison between each to make sure that file compatibility and printer proof copies of the publications are complete to ensure quality control and accuracy, when needed.
Contract

NASCLA would enter a 5 to 7 year agreement with the company that is selected to publish and update the *NASCLA Contractors Guide to Business, Law and Project Management* publications.

Publication Update Schedule

NASCLA typically updates/revises an estimate of 5 – 7 existing state specific publications each year, with possibly 1 – 2 new state specific publications annually if a new state agency wishes to utilize a NASCLA publication. This is on a rolling schedule based on state specific needs.

**Process for Updating/Revising Existing Business & Law Publications (goal is 6 – 8 week turnaround based on revisions(updates needed and approvals)**

- NASCLA sends an annual alert to all state agency’s that utilize a NASCLA Business & Law Publication to request if specific changes are needed, to coordinate and schedule for the year.
- Based on the revisions requested, NASCLA receives this information from the state agency and/or is guided to their website where their laws, rules, and regulations can be found.
- Once information is received, NASCLA sends this information to the Publisher to begin incorporating into the chapters, where needed, and/or the appendices where full laws, rules, and regulations are found.
- Once a 1st draft is completed, NASCLA & state agency then reviews, provides feedback on changes for the Publisher to incorporate for a 2nd draft, if needed.
- Once approved by NASCLA & state agency, publication is sent to testing provider for final review as it relates to the items on the examination.
- Once approvals are made from all parties, publication is completed and is sent to print by NASCLA’s printer.
- Supplemental Forms & Links are then updated and sent to NASCLA to incorporate on the website.

**Process for a Brand-New State Specific Edition**

- NASCLA receives a request by the new state agency to create a state specific edition.
- NASCLA receives laws, rules, and regulations from the state agency.
- Publisher then uses the Basic Edition as a base content and incorporates state specific information into the appendices and where applicable into certain chapters.
- The same steps are then followed as outlined above for an existing NASCLA Business & Law publication.

There are some state agencies who only update their publications every two (2) years, or as new laws, rules, and regulations are approved in which examinee test questions for licensure are affected. Most changes occur within the appendices; however, the other chapter content updates will average around 20% for updates/revisions.
Subject Matter Experts (SMEs)

Ideally, the selected Publisher will have a content expert on staff that can assist in making sure the content for the Basic edition is still current and accurate for building a business, best practices, and information as it relates to the construction industry. NASCLA can assist in the recruitment of SMEs if needed, for areas that need further review or if a new section is needed, as requested by the state agency.

NASCLA PUBLICATION REFERENCE LIST


Contractors Guide to Business, Law and Project Management, (State Edition), an overview of business, law and project management subjects, as well as state specific contracting requirements.

- Alabama, General Contractors
- Alabama, Residential
- Arizona
- Arkansas
- Connecticut
- Florida, Contractors
- Georgia Construction Industry Licensing Board
- Georgia State Licensing Board for Residential and General Contractors
- Louisiana Master Plumbers
- Maryland Home Improvement Commission Edition
- Mississippi
- New Jersey
- North Carolina, Electrical
- North Carolina, Plumbing, Heating & Fire Sprinkler
- North Carolina, General Contractors
- North Carolina, Landscape
- Ohio
- South Carolina, Commercial
- South Carolina, Residential
- Tennessee
- Utah
- Virginia
MANDATORY PROPOSAL REQUIREMENTS

- One Original and 10 Copies of the Proposal

- Cover Letter

- Table of Contents

- Consultants Qualifications & Client Reference List
  Each proposal should describe its company philosophy, its key players, its past experience/qualifications and the past experience/qualification of staff who will be assigned to the project. Explain why you believe your company is qualified to perform the work described in this RFP. Previous projects similar to the current project should be discussed. References will be checked.

- NASCLA Requirements
  NASCLA will require full disclosures of major owners and stockholders, and disclosure of any potential conflicts of interest.

  NASCLA will require disclosures on any use of subcontractors, which will require prior approval by NASCLA.

  NASCLA will retain ownership of current and future content that is provided. NASCLA will need to review and approve the new content that is included within the publications.

  NASCLA will not need printing, housing of inventory, or marketing from the publishing company. All publishing sales of the publication are done by NASCLA.

  NASCLA will retain all copyrights to the material. On the copyright page, we can provide a notation on the publisher.

- Workplan / Timeline
  The proposal should outline proposed tasks and activities, including a work plan and schedule for completion of deliverables. Please include options for eBook platforms, if available by your company; however, this is not a requirement.

- Cost Proposal
  The proposal should include a breakdown of costs for deliverables, general book maintenance and annual updates.

  NASCLA is looking for a flat pricing structure for existing publication revisions/updates. In addition, pricing is needed when a new state agency is interested in creating a business and law manual, a flat pricing structure for this collaboration. Royalty payments on publication sales will not be considered.
RFP CONTACT PERSON

Responses and questions should be sent or directed to the following official contact person:

Jacquie Wilberscheid, NASCLA Education Manager
233090 N. 17th Drive, Suite 110
Phoenix, Arizona 85027
Phone: (623) 587-9354
Fax: (623) 587-9625
Email: jacquie@nascla.org

RFP TIMELINE

April 19, 2021  RFP Release Date
May 14, 2021   RFP Questions Deadline Date from Potential RFP Bidders – emailed to jacquie@nascla.org
May 21, 2021   RFP Answers to Questions Deadline Date from NASCLA Staff
June 4, 2021   Publishing RFP Submissions Due Date
June 7 – 25, 2021 RFP Review Committee by NASCLA Publications Task Force
July 2021   Schedule Virtual Presentations and Interviews from top two (2) Finalists
August 2021 Recommendation to be presented to the NASCLA Board of Directors at the NASCLA 2021 Annual Conference.
SUBMISSION OF PROPOSAL

An original and 10 physical copies of the consultant’s proposal must be received no later than 3:00 PM (ET), Friday, June 4, 2021. An electronic copy can be sent via email to jacquie@nascla.org.

Proposals not received by the date and time specified will be rejected. Incomplete or late proposals will not be considered. NASCLA reserves the right to refuse all bids. Inadequate responses to the mandatory requirements may result in rejection of the Proposal.

Proposal must be submitted to:

   Jacquie Wilberscheid, NASCLA Education Manager
   233090 N. 17th Drive, Suite 110
   Phoenix, Arizona 85027
   Email: jacquie@nascla.org