**American Cultural Resources Association**

**Request for Proposal**

**Continuing Education Expert Providers for 2018 Offerings**

November 1, 2017

## Introduction

The American Cultural Resources Association (ACRA) is the national trade organization supporting and promoting the common interests of heritage and cultural resource management (CRM) firms of all types, sizes, and specialties. Our member companies lead many of the legally mandated CRM studies and investigations in the United States. Central to our mission today is empowering all members with the tools and training to produce consistent results of the highest quality. We continually endeavor to provide educational opportunities aimed at increasing the business acumen of all member firms.

As a means of providing value to our membership and to the industry, ACRA actively seeks to offer Continuing Education (CE) programs such as training courses, workshops, and other learning activities. This Request for Proposal (RFP) invites expert providers to submit applications for online learning opportunities that will be offered on a regular schedule to ACRA members and to the public. We invite you to share your expertise with ACRA’s audience and to receive recognition as a subject matter expert in our advertising. In addition, ACRA offers to provide qualified providers an honorarium of $500 per webinar. Proposals for 2018 offerings are due **December 6, 2017**.

## Scope of Service

An integral part of ACRA’s Continuing Education program is online trainings designed and presented by experts from various disciplines and industries. Desired sessions are interactive and provide ample time for attendees and providers to discuss the content of the webinar. ACRA will review all proposals offered; however, topics must relate directly to subjects associated with the industry of CRM or expanding the business acumen of those participating in the session. Presentations must be evidence-based and aimed at professionals already working as a practitioner within CRM contexts. Examples of preferred topics include the following: marketing and business development; proposal writing; project management; contracting and legal issues; human resources; insurance; health and safety compliance; tribal engagement; public relations; alternative mitigation strategies; remote sensing; and the relationship of CRM to other industries.

ACRA seeks to offer six to 10 online learning opportunities in 2018 that will be hosted on **Thursdays at 2:00 p.m. Eastern Standard/Daylight Time**. Presentations are generally one (1) hour in length including 15 minutes for questions and discussion. Some webinars may be extended to 90 minutes for specific presentations. Providers must participate in a planning meeting and a practice session before the final live webinar. The approximate time commitment, outside your own preparation time, is two hours.

Providers are expected to produce at minimum a PowerPoint presentation and ACRA will place it into the format for ACRA’s CE webinar presentation. Presentations that include additional materials, such as handouts or specific training tools for attendees, will receive added consideration. Note that all online learning opportunities must focus on education and training. The length, depth, and manner of instruction must be appropriate for the subject matter for the ACRA audience and stated learning objectives. In addition, all instructional materials must be for educational purposes and without restriction for publication. Program materials promoting goods or services are not accepted.

The content of each webinar will remain the property of the provider; ACRA will retain the PowerPoint presentation created for ACRA’s CE program and the right to post, share, and otherwise distribute the presentation and an audio or video copy of the webinar at a later date. It is the provider’s responsibility to ensure that she/he has the right to use images, reading materials, handouts, software, etc. and that sources are properly credited. ACRA reserves the right to have instructors submit such permissions upon request. All learning opportunities will be listed on ACRA’s website and be open to all ACRA members, members of other professional organizations, and to the general public as appropriate. Providers are free to advertise elsewhere and to invite non-ACRA members to participate, as appropriate.

## Provider Qualifications

All providers must be subject matter experts. An expert is defined by ACRA as a professional who has mastery of the method and theory of the subject matter as demonstrated in practice, teaching, research, or publication. In team-taught programs, providers must be subject-matter experts in the field(s) for which they are responsible. All providers will demonstrate proficiency in the specific principles of the activity being taught and must meet the following criteria:

1. Present professional credentials by submitting certification, registration, or license (as appropriate);
2. Demonstrate expertise in the subject matter, as evidenced in a curriculum vita; and
3. Display an understanding of the relevance of the particular learning opportunity to CRM professionals.

## Submission and evaluation

Applicants should complete and submit an application packet that includes:

1. Enclosed Application Form with an abstract and supporting information; and
2. Résumé or Curriculum Vitae demonstrating professional qualifications.

All proposals must be submitted electronically and received by 5pm Eastern time **December 6, 2017**. Accepted application materials can be in Word.docx, PDF and PowerPoint format. Send your application packet and a letter of intent to: ellen@acra-crm.org. Note in the subject line of the email: “Webinar Proposal” so applications can be received and processed accordingly. If you require the use of a file sharing site to upload presentation materials, please note that in your application form.

Providers are expected to present webinars on Thursday afternoons at 2:00 pm Eastern time. If a provider cannot be available at this time, they should clearly state schedule constraints and offer preferences regarding presentation times and availability.

Proposals will be reviewed by the ACRA CE Subcommittee and evaluated using the following criteria:

1. Qualifications of the expert provider
2. How does the webinar subject matter enhance an ACRA member’s ability to meet the association’s code of ethics and professional conduct?
3. Is the topic relevant to ACRA members and professionals in the CRM industry?
4. Are the learning objectives clearly stated in the application?
5. How does the presentation meet those learning objectives?
6. How will you measure a participant’s success in mastering the goals of the online learning opportunity?
7. Has the material been presented previously, and if so, where, and are reviews available?

Successful applicants will be notified by January 15, 2018. Questions can be directed to:

Ellen Chapman

ACRA Project Coordinator

American Cultural Resources Association

Phone: (434) 327-6663

E-mail: ellen@acra-crm.org