

American Cultural Resources Association

Request for Proposal

Continuing Education Expert Providers for 2021 Offerings

October 15, 2020

Introduction

The American Cultural Resources Association (ACRA) is the national trade organization supporting and promoting the common interests of heritage and cultural resource management firms of all types, sizes, and specialties. Our member companies lead many of the legally mandated cultural resource studies and investigations in the United States. Central to our mission 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 CRM 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 both a \$500 honorarium and 30% of the webinar revenue after the initial registration threshold is met (15 paid registrations). Proposals for 2021 offerings are due November 20, 2020.

Scope of Service

An integral part of ACRA's CE program are online trainings designed and presented by experts from various disciplines and industries, covering all aspects of running a business. Desired sessions are engaging and provide ample time for attendees and providers to discuss the content of the webinar. Preferred topics will relate directly to subjects associated with expanding the business skills and knowledge of those participating in the session or topics on technical aspects of cultural resource studies. ACRA will review all proposals offered. Presentations must be evidence-based and aimed at professionals already working as practitioners within cultural resource management contexts. Examples of topics include the following: technical cultural resources demonstrations; marketing and business development; financial management and accounting; public relations; proposal writing; project management; contracting and legal issues; human resources; insurance; health and safety compliance; and the relationship of cultural resource management to other industries. Preference will be given to topics not covered in a previous ACRA webinar, and special consideration will be given to topics that are certified under the [Register of Professional Archaeologists continuing](#)

[professional education program](#). A list of previous ACRA webinars is available [here](#) for further guidance on topics.

ACRA seeks to offer 6 to 10 online learning opportunities in 2021. Presentations are primarily hosted on Thursdays at 2:00 p.m. Eastern Standard/Daylight Time, but other days/times will be considered based on presenter availability and subject matter. Presentations are generally 1 – 1.5 hours in length including 15 minutes for questions and discussion. Providers must participate in a practice session before the final live webinar. The approximate time commitment, outside your own preparation time, is 1-2 hours.

Providers are expected to produce at minimum a PowerPoint presentation and include an ACRA logo on the title slide. 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 non-commercial in nature. Program materials solely 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 an audio or video copy of the webinar. ACRA prefers to retain the right to market this recording for purchase by members 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:

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

Submission and evaluation

Applicants should submit an application packet that includes:

- a. Presentation summary and supporting information; and
- b. Résumé or Curriculum Vitae demonstrating professional qualifications.

All proposals must be submitted electronically and received by the close of business November 20, 2020. Accepted application materials can be in Word.docx, PDF and PowerPoint format. Send your documents to: amanda@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 letter of intent.

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

Proposals will be reviewed by the ACRA CE Committee 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 cultural resource management 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?
8. Commercialism present in the proposal/presentation

Applicants will be notified on or before January 15, 2021. Questions can be directed to:

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