

THE A B C ASSOCIATION
Seeks Management Proposals
for
Association Management Services

Introduction to the A B C Association

The A B C Association (ABC) is a professional organization of individuals who share an interest in research and dissemination of information on literacy. ABC sponsors a conference each year during the first week of December. The program consists of keynote addresses by distinguished speakers, symposia, paper sessions, research reviews of current trends and issues, and alternative format sessions. ABC also confers awards for research and service at its annual conference.

In addition to sponsoring the annual conference, ABC publishes the Journal of Literacy Research, a quarterly research journal, the ABC Yearbook, which contains referred papers from the previous year's conference, and an ABC/IRA (International Reading Association) Literacy Studies Monograph Series. The board has recently commissioned a series of position papers on literacy education policy.

The A B C Association maintains a website (<http://ABC.edu/>) and a listserv (ABC EMAIL) for its members. We develop and maintain special funds to support particular initiatives (e.g. increasing diversity, promoting research, supporting graduate students, and recognizing scholarly excellence).

History of ABC

The A B C Association was founded in 1950 as an organization of reading researchers and educators. In its 50 years, it has grown to a membership of approximately 1,000 people with an annual conference attendance of approximately 1,000. We experienced rapid growth in the early 1980s and have stabilized since 1996.

Mission Statement

Who We Are

- We are a community that promotes and engages in literacy research and dialogue around literacy and related topics.

Our Purpose

- We promote the development of research on literacy and literacy instruction.
- We support the professional development of emerging and established scholars.
- We advocate research-informed improvements in literacy education.

Our Values

- We strive to remain affordable and financially responsible as an organization.
- We view membership diversity as essential to our vitality.
- We work together as "critical friends," engaging in respectful discourse to encourage and improve our thinking and our work.
- In all that we do, we value one another professionally and personally.

Request for Proposal

The Process

1. ABC distributes the call for proposals. (June 5, 2001)
2. Interested AMCs must respond by August 31, 2001.
3. Include information about your company:
 - a. How long in business
 - b. Number of employees

- c. Other types of clients
 - d. References
4. Please address each area of the scope of services indicating your ability to provide support as part of the management contract. Also indicate services that you typically outsource.
 5. Seven (7) copies of the RFP must be prepared and sent to each person on the selection committee. (See Appendix 1 for contact and mailing information)
 6. The selection committee will review all proposals and will select the top 3-5 candidates. (completed by September 30, 2001)
 7. The committee will set up a meeting with the final candidates to meet with key staff and tour the AMC's offices. (completed by November 15, 2001)
 8. A contract will be finalized with the selected AMC. (completed by November 20, 2001)
 9. The firm hired by ABC will be asked to attend the whole or part of the conference to observe the program and meet with the Board of Directors. (December 4-8, 2001, in San Antonio, TX.)
 10. The management company will begin January 1, 2002 assuming 2002 conference development responsibilities. A complete transition will take place by March 31, 2002.

Scope of Services

- *Association Management*
 1. General Office: Provide a full-time office for the receipt of mail, visitors, occasional business-related meetings, and telephone calls.
 2. Phone: Provide telephone coverage during regular business hours five days a week.
 3. Fax: Provide a fax line for the organization.
 4. Voice Mail: Provide separate lines for each person who works on ABC management.
 5. Email: Provide one general e-mail address for ABC business, plus individual addresses for each person responsible for ABC.
 6. Legal Support: Provide legal advice and have access to legal services as requested and necessary (fees paid by ABC).
- *Board Meetings*
 1. Frequency: The full board of directors meets three times a year. Two meetings occur at our national conference in December. We meet on Tuesday before the conference begins and then again on Saturday at the end of the conference. The third board meeting occurs during the International Reading Association Conference, typically the first Saturday in May or at a time agreed upon by the board
Two or more additional working meetings of the Executive Committee or subcommittees may be held at the conference headquarters. Management needs to arrange hotel rooms for board members.
 1. Location: Varies with the site: Southeast, South Central, and Southwest US.
 2. Responsibilities: Participate in the meeting and provide advice and information. The secretary of ABC takes minutes. (Arrange for tape recording of minutes). Arrange for food and beverage.
- *Committees*
ABC maintains three types of committees: Administrative Committees, Standing Committees for Awards, and Innovative Action Committees.
 1. Administrative Committees: Provide support as needed. This includes developing information packets for Field Council (Membership recruitment).

2. Standing Committees for Awards: Seek nominations for awards and select award winners, purchase award plaques, maintain a list of past award winners.
 3. For all committees: Maintain current lists of all committee members.
- *Management Company Facilities*
 1. Meeting space: ABC will hold four Executive Board meetings a year at headquarters and each meeting will be attended by 4 to 6 people.
 2. Storage requirements: ABC requires storage for financial records, legal documents, membership information, and back publications. Current storage equals 30 boxes of books and records. Maintain an index of stored materials.
 - *Financial Management*
 1. Income and expense responsibility: Process, record, and deposit income from member dues, conference registration, subscriptions, and royalties; pay all bills with approval of the treasurer.
 2. Frequency of reports: Prepare quarterly financial reports and consolidated balance statements for the Executive Board.
 3. Budget preparation and tracking: Assist the treasurer in the budget development and maintain an accurate accounting of income and expenses.
 4. Investments: Monitor and report on investments.
 5. Credit cards: Process credit card receipts
 6. Audit: Arrange for annual audit.
 7. Budget Information: Employ and maintain budget software that can be accessed easily by the Executive Board.
 - *Insurance*
 1. Conference Insurance: Secure policy for loss of conference revenue due to acts of God.
 2. Board of Directors Insurance: Secure Directors and Officers Errors and Omissions insurance.
 - *Membership Support Services*
 1. Database: Maintain a single comprehensive database for all members (Approximately 15 fields per member), update database, process payments, respond to inquiries, send information to new members. This database must be easily exportable for reports based on subcategories.
 2. Renewal cycle: Membership renews yearly starting with the conference in December and continuing through the first of the next year.
 3. Membership directory: Maintain the membership directory database on the website
 4. Mailing: Prepare, fold, and mail six information pieces per year.
 - *Publication Support Services*
 1. Type and Frequency: ABC publishes a quarterly peer-reviewed journal, Journal of Literacy Research (approximately 500 total pages), and the A B C Association Yearbook, containing peer reviewed papers from the conference published annually (approximately 400 total pages). The Electronic Media Editor posts two newsletters on our website each year.
 2. Support Required: Maintain a subscriber database, solicit bids from printers, supply mailing labels to printer, investigate unfulfilled claims and fulfill them.
 3. Copyright Permission: Process permission requests.
 4. Communication: Act as a liaison between the editors and the copy editors, typesetters, printers and mailing houses to ensure the orderly and timely and economical production of ABC publications.
 5. Web Services: Host the website on the ABC designated server.

6. Development: Support efforts to increase subscriptions of the journal and the yearbooks in university libraries in the United States and Canada.
 7. Publicity: Distribute, but not author, several press releases during the time of the conference and the year to major press outlets about major research results.
- *Conference Management*
 1. Site Selection: Research future sites, organize a visit by members of the executive board, and negotiate prices and fees. Arrange to visit conference sites with the President-Elect to assess rooms, meeting rooms, local amenities, etc.
 2. Contract Negotiation: Included in a typical contract are room prices, housing for VIPs (Comp. rooms), including the Executive Board, and Plenary speakers. Additional contract items include A-V equipment, overflow hotel, services for the hearing impaired, and exhibit space, including a computer room.
 3. Develop Conference Timetable: This is done in conjunction with the program committee and includes the scheduling of sessions, speakers, committee meetings, and the use of A-V equipment.
 4. Onsite Staff: Provide three or four people to handle registration, badges, tickets for special events, monitor exhibits, set up and monitor book display, assist plenary speakers, prepare signage, maintain a message board, coordinate work of volunteers and assist conference program chair and participants.
 5. Marketing and Promotion: Develop and/or update a prospectus to solicit vendors.
 6. Registration Processing: Typical conference attendance is 1,000 people with 60% registering in advance and 40% on-site. Develop registration materials, process advanced registrations, prompt participants to register via e-mail notification, process on-site registrations, distribute materials, badges, collect fees, track and report the number of people registered, follow-up after the conference to those who attended but did not register.
 7. VIP Management: Arrange for travel, complimentary rooms, and transportation to and from the airport.
 8. Food & Beverage Selection Negotiate menu and prices for two or three receptions and 8 to 10 meetings and luncheons.
 9. Exhibits Management: Organize the participation at the conference of 4 to 8 vendors who share academic books.
 - *Conference Program Development (Program Book)*:
 1. Soliciting and Reviewing Proposals: Receive conference presentation proposals and work with the Program Chair (President-Elect) and Associate Program Chair (Vice President-Elect) to develop a system for proposal review and program development.
 2. Data Entry: Enter and format data for speakers, session titles, participants, and abstracts. Develop an electronic file for the conference program.
 3. Notification: Send out acceptance and rejection letters to conference members.
 4. Printing: Solicit bids from the printer and work with the printer to produce and distribute the conference program.
 5. Proofreading: Proofing and overseeing final galleys in conjunction with the conference program chair.
 - *Technology*
 1. Manage and maintain a central server, containing networked resources essential for the smooth and rapid exchange of information to members and visitors at the A B C Association website (<http://ABC.oakland.edu/>). This will include:

- hosting the A B C Association website, providing easy and secure access to the web editor who will develop and maintain the content for the organization's web presence;
 - developing and maintaining an online membership directory and working with the web editor to develop and implement an appropriate policy for accessibility to this information;
 - developing and maintaining an online hotel reservation procedure for each conference with the assistance of the host hotel;
 - working with the executive committee to develop an online conference registration and membership process;
 - working with the executive committee to develop an online copy of the program book in advance of the conference;
 - sending out acceptance and rejection letters to conference members for program submissions via e-mail;
 - completing other duties as necessary to assist the organization in furthering its web presence.
2. Use budget software that is easily accessible to the Treasurer so that updates may be quickly shared between both headquarters and the Treasurer.

- *General*

In general, this scope attempts to define the regular, expected activities of the management service. ABC expects the management to perform a variety of general, minor activities not specifically defined herein. The Executive Board of the ABC will conduct an annual review of services with continuation subject to review.

Some Additional Things To Think About

1. Do you plan to conduct a strategic planning session or is your plan relatively current? If it's current, add the development date to the item below and to the document you plan to include.
2. Do you do any membership recruitment or maintenance? Do you have any programs in place to support membership growth?
3. Do you plan to conduct any surveys of your membership for demographic or organizational purposes?

Enclosures

If any of these documents are on your website, indicate with a star *

- Audit Report and recent Financial Statements
- Bylaws
- Copies of Publications (newsletter, journal, directory)
- Copy of Conference Brochures
- Calendar of scheduled organization events
- Strategic Plan including the organization's Goals and Objectives
- Leadership Organization Chart (board/committee structure)