

**ANNOUNCING**

**Request for Proposals**

**NCDA Leadership Development Program**

The National Community Development Association (NCDA) seeks proposals to develop and execute a leadership development program to launch in 2024. The program will target community development professionals (e.g., those with five or more years of experience) who are interested in enhancing their leadership skills. Upon final evaluation and any agreed-upon modifications of the inaugural year’s program, NCDA plans to offer the program annually. The leadership development program will need to be customizable and relevant to address the following levels of management: emerging managers/leaders, managers, and senior leadership.

**PLEASE REVIEW:** The complete Request for Proposal (RFP) is detailed below. An online version is available here.

**TO SUBMIT A PROPOSAL:** Please complete and submit the [**ONLINE FORM**](https://www.surveymonkey.com/r/YZ9BX2H) by March 9, 2023. Bidders may also attach additional information in support of their submission (upload directions are available at the end of the online form). *Paper submissions of the RFP will not be accepted.*

**DEADLINE FOR PROPOSAL SUBMISSIONS:** Responses must be received by March 9, 2023, by 8:00 pm ET. Submissions received after this deadline will not be accepted.

**FOR MORE INFORMATION:** Please contact Vicki Watson, NCDA Executive Director, at [vwatson@ncdaonline.org](mailto:vwatson@ncdaonline.org).

**NCDA Leadership Development Program**

**Request for Proposals**

**Project Name or Description:** NCDA Leadership Development Program

**Organization Name:** National Community Development Association

**Contact Person:** Vicki Watson, NCDA Executive Director

**Email:** [vwatson@ncdaonline.org](mailto:vwatson@ncdaonline.org)

**Introduction**

The National Community Development Association (NCDA) requests proposals for a comprehensive leadership development program for community development professionals who are emerging managers/leaders, managers, and senior leadership.

**Background**

NCDA is an association of more than 500 local government agencies that administer U.S. Department of Housing and Urban Development community development and affordable housing programs, specifically the Community Development Block Grant (CDBG) program, HOME Investment Partnerships (HOME) program, and HUD’s Homeless Assistance Grants. All NCDA members administer the CDBG program.

NCDA offers a variety of virtual and in-person program training to community development professionals. Given the success of the training program and members’ interest in leadership development, NCDA plans to offer a signature leadership program to help members enhance their leadership skills.

In considering a leadership development program, NCDA [surveyed](https://ncdaonline.org/wp-content/uploads/2023/01/NCDA-Leadership-Institute-Survey-Results.docx) members.

**Program Goals and Scope of Services**

NCDA seeks proposals to develop and execute a signature leadership development program which we plan to launch in 2024. NCDA’s goals for this program include the following:

**Program Goals:**

* To support NCDA members in developing their leadership skills and achieving their leadership goals;
* To provide a program that is flexible, affordable, and addresses various levels of management; and,
* To provide a valued experience and member service that cultivates members’ long-term commitment to NCDA.

**Scope of Services**

In considering the type of program best suited to accomplish NCDA’s goals, attract its target audience, and fit the needs of the community development profession, NCDA seeks proposals addressing the following:

NCDA Leadership Institute (NLI): A flagship leadership program involving 4 to 6 days of in-person and virtual sessions occurring over several months. Participants will be expected to attend all sessions. The program may also include additional activities or homework between sessions. The program will incorporate opportunities to build community among the participants. The program could be single track or multi-track (with break-out sessions to address different participation interests, practice areas, experience levels, etc.).

In considering a leadership development program, NCDA surveyed members. The full survey is attached. The survey results must be considered and incorporated into the programming.

**Further considerations:**

NCDA intends for this program to be revenue positive. As part of the program proposal, NCDA welcomes ideas to make this program available in a cost-effective manner.

**Program:**

* A narrative description of the overall program;
* A detailed description of the topics to be included in the program, including specific learning objectives and methodologies for each topic area;
* An explanation of how the proposed program will address NLI’s Program Goals (see above);
* An explanation of how the program may fill a need that is not being met by other available programs;
* An explanation of how the program will accommodate participants throughout the country, including, but not limited to, possible remote participation;
* NCDA welcomes ideas with respect to how to address and/or tailor the program to add value to sub-segments of those who may participate in the program, such as grantee size, experience levels, etc. We recognize that the intended audience is very broad, and we appreciate any ideas or insights as to how to target certain segments of these populations or how to add value to experience levels (such as years 5-9, 9-12, 12-20, etc.)
* Anticipated credits – credentialing
* Train-the-trainer component
* Note: NCDA will own the rights and materials of the program developed by the selected contractor.

**Pricing:**

* Proposed pricing structure for participants, including any scholarship structure or other means to make the program accessible to all NCDA members;
* A description of how the program will be self-funding and sustainable so that the revenue gathered for the program will cover all costs of the program;
* A description of how to minimize administrative costs and tasks, given NCDA’s limited staff capacity;
* A description of how to measure the ROI for the program (to use in final program evaluation and in general program marketing both to participants and to employers who may cover participants’ tuition costs);
* If your proposal includes coaching or any other individual-learning component, please describe in detail and price separately.
* Provide an estimated percentage of the work to be performed by each team participant.

**Bidder**

* A narrative biography of the lead presenter(s);
* Name(s) and credential(s) of other creative team members or presenters;
* A narrative outlining the bidder’s strengths and distinguishing skills or capabilities, particularly as they relate to NCDA and its mission, values, and strategic priorities;
* Submit at least 3 professional references, including names, nature of relationship and contact information.
* Identify any conflicts of interest may arise because of this agreement.

**Evaluation Criteria**

Proposals will be evaluated based in part upon:

* The ability to create an innovative leadership Institute that best meet the needs described in the survey, addresses the Program Goals, and furthers NCDA’s mission and values.
* The education, experience, knowledge, skills, and qualifications of the proposing organization and/or individuals who will provide these services.
* The competitive cost of services and overall value.
* The proposing organization or individual’s expertise in creating and delivering other leadership programs.
* The opportunities for remote participation; and
* Other factors in the sole discretion of the selection committee.

**Notes:**

All submissions become the sole property of NCDA and will not be returned. Although this RFP process is currently the sole means by which NCDA is seeking proposals for its leadership development program, this RFP process does not guarantee that NCDA will select one of the proposals submitted. Ultimately, NCDA retains the sole discretion to choose or not to choose from the submitted proposals, including the option to not choose any.

**Anticipated RFP Submission Process and Timeline**

January 3, 2023 – RFP posted on the NCDA website by this date and marketed through social media and other avenues.

March 9, 2023 – Deadline for proposal submissions at 8:00 pm ET.

May 10, 2023 – Selection committee completes review of proposals and makes recommendation.

May 17, 2023 – Notification to bidders including the selected bidder, if any.

**Please Note:**

NCDA retains the sole discretion to extend any dates outlined in the anticipated deadline, including the deadline for the submission of proposals and the notification to bidders.

**To Submit a Proposal/Proposal Deadline:**

Please complete and submit the ONLINE FORM by March 1, 2023, at 8:00 pm ET. Submissions received after this deadline will not be considered. ***Paper submissions of the RFP will not be accepted.***

**For more information:** Please contact Vicki Watson, NCDA Executive Director, at [vwatson@ncdaonline.org](mailto:vwatson@ncdaonline.org).