



# **REQUEST FOR PROPOSALS**

Interpretive Planning  
Course Development and Instructors

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## Interpretive Planning Course Development and Instructors

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### A. BACKGROUND

The National Association for Interpretation (NAI) is a 501(c)(3) not-for-profit professional organization dedicated to advancing the profession of heritage interpretation. We currently serve over 6,000 members globally by providing networking, training, and career development opportunities to interpretive professionals.

Members of NAI work at aquariums, botanical gardens, commercial tour companies, historical and cultural sites, museums, nature centers, parks, and zoos, as well as the companies that provide services to the heritage interpretation industry. For more than 50 years, NAI and its parent organizations have encouraged networking, training and collaboration among members and partners in support of NAI's mission: *inspiring leadership and excellence to advance heritage interpretation as a profession.*

### B. PROJECT OVERVIEW

NAI offers multi-day courses to help interpreters build skills around key practices, like interpretive planning. This proposal opens up instructor opportunities beyond national office staff and current Lead Trainers, as well as provides an opportunity to develop a new course on interpretive planning for NAI.

### C. SCOPE OF WORK AND COMPENSATION

*The following is the scope of work and compensation provided during the term of this contract:*

- On behalf of NAI, develop a comprehensive course on interpretive planning that embodies NAI's core values, while integrating existing methodologies, current materials, and other relevant resources. The content should include key interpretive planning concepts such as benefit-to-cost analysis, importance of visuals, message-drive communications, information networks, use of technology, desired visitor experience, and the alignment of interpretive goals and management objectives.
  - **Intellectual Property:** For accepted proposals, the developer grants NAI and its successors exclusive rights to the course content developed for this RFP with the understanding that the course may be taught by multiple instructors.
  - **Compensation:** Upon acceptance of a proposal, course developers will be paid at a rate of \$75/hour for up to 40 hours, paid upon completion of the course. NAI will not reimburse for any direct costs related to developing course material.
- Participate in the current Process of Interpretive Planning (PIP) course led by \*Dr. David Bucy, prior to conducting the new NAI course.

*\*Dr. David Bucy, who has facilitated the Process of Interpretive Planning course for NAI over the past 12 years, is available to provide support in developing a course that aligns with NAI's methodologies and core values.*

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- Instructor will lead an interpretive planning course at least twice a year. NAI will reimburse the course instructor for travel expenses including airfare, hotel, and meals (based on GSA's current per diem location rates).
  - Initial contract for services will be up to two years, with the opportunity for subsequent renewal. Anticipated budget: \$2000 stipend + travel expenses for each course conducted.

### D. QUALIFICATION OF BIDDERS

*To apply, applicants must:*

- Have extensive experience in interpretive planning and training
- Have demonstrated experience developing course content
- Consideration given to those who possess current NAI Certified Interpretive Planner (CIP) certification and Certified Interpretive Trainer (CIT) certification

### E. PROPOSAL REQUIREMENTS

*Those submitting a proposal must provide the following:*

- Instructor Requirements
  - Current CV or Resume
  - Overview of qualifications related to the project
    - Proven experience with training and instructional design for adult learners, in virtual and in person formats
  - Three (3) references from people who can speak to your expertise in teaching Interpretive Planning, and three (3) references from people for whom you have developed interpretive plans.
  - Three (3) sample interpretive plans where you had a lead or substantial role in their development.
  - Narrative explaining your approach to interpretation and interpretive planning. The narrative should not exceed three pages double spaced 12pt font.
- Course Development Requirements
  - Provide a brief summary highlighting how your expertise and experience qualifies for this RFP and how you will approach this project
    - Please address how you would include developing content that is culturally sensitive, equitable, accessible, and inclusive and reflective NAI's core values.
  - Provide an outline of the proposed Interpretive Planning course that includes goals, objectives, and key concepts. Examples or samples are encouraged.
    - There is no page limit, however, proposals should be succinct and direct. All pages, examples, figures, and tables should be numbered and clearly labeled.
  - Provide an overview of your anticipated work hours

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### F. SCHEDULE, SUBMISSION, AND SELECTION

- Anticipated Schedule:

August 13, 2024	RFP opens
October 15, 2024	Proposal submissions due to NAI
November 15, 2024	Contract awarded
Spring 2025	Attend current PIP course with Dr. David Bucy (Date TBD)
May 1, 2025	Course completed and delivered to NAI
Summer, 2025	NAI planning course scheduled (Date TBD)
- Submission

Proposals must be submitted via email (with attachments) by 11:59 p.m. EST Tuesday, October 15, 2024, to the following email address: [training@nai-us.org](mailto:training@nai-us.org). Please include “Planning RFP” in the subject line; you will receive an email from NAI confirming we received your application. To be considered, proposals must include all the information requested in this RFP. The preferred format is PDF, with all documents combined into a single file. If you have any questions, please email [training@nai-us.org](mailto:training@nai-us.org).
- Selection

NAI recognizes and honors diversity in all its dimensions. No one will be excluded from consideration for this project based on what makes them a unique individual. Proposals will be evaluated based on the completeness of the response, the extent to which the proposal fulfills NAI’s stated requirements as set out in the RFP, as well as the developer’s proposed hours and relevant experience.

### G. ADDITIONAL CONSIDERATIONS

- Submittals for instructor only, or course developer only will be considered. Please specify Instructor or Course Only in the email subject line. Deadline for submission remains the same.
- NAI will also consider awarding more than one contract in order to form a collaborative team to develop the interpretive planning course, with each member serving as an individual instructor.
- Upon contract award and final submission of completed course material, NAI will review and approval will be given if it meets expectations. If the course does not meet expectations, NAI will reach out with feedback regarding making updates to the course. Time spent updating a course that did not meet expectations would not be compensated.

**For questions, please contact:**

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