

California Society for Respiratory Care
Seeks Management Proposals
for
Association Management Services

Introduction

The California Society for Respiratory Care (CSRC) is an affiliate of the American Association for Respiratory Care. It is registered with the IRS as a 501c6. It has an associated charitable foundation registered with the IRS as a 501c3. The organization is supported by the current AMC for the past 18 years. It has 2.0 FTEs and hires temporary help as needed, usually for the annual convention. The CSRC is seeking proposals to provide support in a much needed growth in membership and additional educational activity. We seek a firm that will not only assist in facilitation of growth, but to have the resources to provide ample ongoing support.

CSRC Mission Statement

The California Society for Respiratory Care (CSRC), as an affiliate of the American Association of Respiratory Care (AARC), is a non-profit professional organization, whose mission is to represent and support our members through public and legislative advocacy, educational opportunities, and to continuously strive for excellence in the cardiopulmonary profession. By these means, the CSRC is committed to health, healing and disease prevention in the California community.

CSRC Vision Statement

The California Society for Respiratory Care strives to be the elite provider of education, consumer information, and the benchmark for professionalism.

CSRC Core Values

Past Board members have discussed the importance of identifying the basic values that define who CSRC is. These core values should guide each of us as we discharge our duties as an elected or appointed official of our State association and should also serve as a focus for the collective efforts and energy of the CSRC, as we move towards the millennium. This focused effort will help guide the CSRC in identifying and meeting its professional goals. The core values consistent with the CSRC mission statement as described above are as follows:

P.A.C.E. - Professionalism/Advocacy/Commitment/Education

History of the CSRC

The CSRC was founded in 1968 with primary purposes of; to provide education to individuals interested in Respiratory Care on a regional basis; to advance the art and science of Respiratory Care through regional institutes, meetings, lectures and newsletters; to facilitate cooperation amongst Respiratory Care personnel within the medical profession, hospitals, service companies, industry, and other agencies in the Respiratory Care profession.

In its 50 years, the CSRC has grown to a membership of approximately 2,700 people with an annual conference attendance of approximately 500. There are 6 regions which provide a number of 1 and 2-day long conferences; live and online professional ethics courses; and social events throughout the year. The BOD consists of 6 executive officers, 6 region presidents and 7 established committee chairs. The CSRC regularly communicates with a number of Respiratory Care related agencies and associations throughout the state and the country.

Financial Overview

3 Yr Avg Annual Revenue	\$652,000
3 Yr Avg Annual Expenses	\$597,000
3 Yr Avg Annual Net	\$55,000
In Reserve	\$335,000

Request for Proposal

The Process

1. CSRC distributes the call for proposals. **(February 1, 2018)**
2. Interested Association Management Companies (AMC) must respond by **March 15, 2018**.
3. Include information about your company:
 - a. How long in business
 - b. Number of employees
 - c. Other types of clients
 - d. References
 - e. Mission/Vision statements
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. The RFP must be prepared and sent to the Chair of the Selection Committee of the CSRC. (See Appendix 1 for contact and mailing information by **before midnight, March 15, 2018**)
6. The selection committee will review all proposals and will select the top 3 candidates. (completed by **April 1, 2018**)
7. The committee will set up a meeting with the final candidates to meet with key staff. (completed by **April 15, 2018**)
8. A DRAFT contract will be finalized with the selected AMC. (completed by **May 1, 2018**)
9. The management company will assume Executive Office responsibilities on **September 1, 2018**.

Scope of Services

Association Management Company

1. General Office: Provide General Receptionist Services for telephone fax and emails M-F 0900-1700 (Except Holidays as specified by the CSRC).
 - a. Voice Mail: Provide separate lines for each person who works on AMC management/staff.
 - b. Email: Provide one general e-mail address for CSRC business, plus individual addresses for each person responsible to AMC management.
 - c. A dedicated P.O. Box address.
2. Provide a fully computerized office suitable for most current PC and MAC operating systems, complete with suitable firewall and anti-virus protection and backup systems.
3. Storage requirements: CSRC requires storage for financial records, legal documents, membership information, and publications archives. Current storage equals 30 boxes of books and records. Maintain an index of stored material. stored materials.

Executive Director Services

1. Assist Executive Committee as needed in development, implementation and review of Policy & Procedures.
2. Assist Executive Committee as needed in development, implementation and review of short and long range strategic plans, goals and objectives.
4. Assist Finance Committee as needed in Budget development.
5. Assist Membership Committee as needed in membership recruitment and retention programs.
6. Identify and propose alternate sources of revenue as directed by the BOD
7. Identify and propose alternate sources of public relations and media services education to be used in-house as directed by the BOD.
8. Assist President and Secretary as needed in annual Bylaws review.
9. Maintain a master vendor/exhibitor contact list.
10. Assist with maintenance of a master hospital Respiratory Department Management and Respiratory Education contact list.
11. Assist as needed with an annual review of any printed information for distribution.
12. Assist Nominations Chair as needed with the nominations and elections.
13. Serve as a resource and/or act as a liaison to legal services as directed by the President and Executive Committee.
14. Attend AARC meetings when possible as directed by the President and Board of Directors.
15. Attend CSRC Board meetings.
 - a. Frequency: The full board of directors meets three times a year. The first meeting occurs in September (First month of our Fiscal Year). The second is held in January/February (Strategic Planning for subsequent FY). The third meeting occurs at our annual conference in late Spring (typically the day before the conference begins). Executive Committee typically meets the day before the Board of Director meetings. AMC needs to arrange hotel rooms for board members. Such other meetings (BOD Retreats, in depth strategic planning meetings, etc.) as deemed necessary by the President and BOD.
 - i. BOD Meeting Conference Call Meetings are generally scheduled/conducted on a monthly basis.
 - ii. Executive Committee Conference Call Meetings less frequently.
 - b. Locations: Vary - We attempt to balance travel distances between northern and southern California.
 - c. Responsibilities: Identify by request for proposal (RFP) meeting site and details including refreshments, etc. Arrange for receipt of board book material prior to board meeting, ensure that meeting notice information is properly posted on the CSRC website calendar and sent to each member of the CSRC Board of Directors at least one week (five business days) prior to the meeting date.

- Call for reports, convert to pdf format, collate into board packet, coordinate with the President for an agenda for the Executive Committee and the Board of Directors meetings, distribute to the Board of Directors and post on the CSRC website resource area.

Membership Services Management

1. Maintain a membership directory database (that is active and can be easily searched and reported upon) to include general membership by membership category, BOD and committees/members.
2. Provide a monthly report of current and lapsed members by state and region.
3. Generate, disseminate, mail and process membership dues and billing on a monthly basis. Each unpaid member that has not renewed will receive no less than 2 notices prior to being placed on inactive status.
4. Process by mail/email lapsed membership postcard service quarterly.
5. Coordinate with the Membership Chair as directed by the President and Board of Directors regarding new membership recruitment.

Ethics Course Administration

1. Maintain inventory of printed materials.
2. Schedule "Live Contact Hours" format classes.
3. Communicate with instructor base for "Live Contact Hours" format classes.
4. Post classes to the CSRC website calendar section and manage registration for courses.
5. Provide class materials to instructor(s) including certificates.
6. Reconcile "Live Contact Hours" format classes including on-site registration, mailing certificates, and bank deposits.
7. Provide telephone and web assistance and technical support of "Online Contact Hours" format.
8. Prepare monthly live class and online class reports as directed by the President and Board of Directors, for submission to the California Respiratory Care Board.

Finance, Banking & Political Action Committee Funds

1. Be responsible for all daily transactions.
2. Post all deposits to online accounting program.
3. Enter all bills and credits to the online accounting program. (All postings must be made for the prior month before the 5th business day of the following month.)
4. Schedule and print all payment checks and electronic transfers for approval/signature of the Treasurer or President.
5. Provide to the CSRC Treasurer, checks and electronic transfers ready for approval/signature with associated documentation as directed by the President and Board of Directors.
6. Reconcile accounts monthly.
7. Coordinate with CSRC Finance Committee as needed and as directed by the President and Board of Directors for quarterly and/or monthly state financial statement.
8. Coordinate with CSRC Finance Committee as directed by the President and Board of Directors for quarterly and/or monthly regional financial statements.

9. Serve as needed as a resource to review CSRC financial statements.
10. Coordinate with the CPA for Federal Internal Revenue Service Form 990 Tax Return preparation and other accounting documents development as directed by the President and Board of Directors.
11. Provide Political Action Committee (PAC) accounting as directed by the President and Board of Directors including filing of all reports required by law (federal, state and local, if applicable).
12. Provide financial transaction reports as directed by the President and Board of Directors.
13. Arrange and provide support as need for an annual review as directed by the President and Board of Directors

Website update/email communication/database management

1. Publications

- a. Serve as a resource for content review and editing as needed for the quarterly electronic newsletter called the *Pneusbrief*.
- b. Distribute e-mail/mail information updates (content to be provided by board members).

2. Website Coordination

- a. Assist CSRC Webmaster as needed with the content, design and function.
- b. Assist CSRC Webmaster as needed with updating content and posting new content as needed.

Public Side

- BOD, Executive Committee, Region and Committee Meeting Minutes.
- Meeting motion log.
- Bylaws
- Copies of Publications (newsletter, journal, links to other sites)
- Copy of Conference Brochures
- Calendar of scheduled organization events
- Leadership Organization Chart (board/committee structure)

Board of Director Side

- Audit Report and recent Financial Statements?
- Monthly dashboard/organizational performance metrics
- Strategic Plan including organization's Goals and Objectives

c. Maintain the following databases;

- Membership – AARC & CSRC
- Employers – California Hospital RT Directors
- RT Programs – Program Directors & Directors of Education
- Vendors
- Speakers

Event Planning & Conference Management

The CSRC experiences varying event planning throughout the year for the association and in the six regions. This is highly dependent upon CSRC activity levels as well as the activity levels of external organizations that utilize CSRC administrative services. Events may be Full or Partial days; Single or Multiple days. Events may be educational, social or both. The CSRC has a Program Committee chaired by the Vice President and Regions also have Program Committees.

1. Negotiate meeting site contracts
 - a. Site Selection: Research future sites with Program Chair and negotiate prices and fees. Organize site visits with Program Chair or Region President to assess rooms, meeting rooms, local amenities, etc.
 - b. Contract Negotiation: Included in a typical contract are room prices, housing for VIPs (Comp. Rooms) meeting/exhibit space and food and beverage costs. Additional contract items may include A-V equipment, Wi-Fi access, office space, services for the hearing impaired, and overflow hotels. RFP x 3 presented to the BOD with Vice President/Program chair or Region President for approval.
2. Assist Program Chair or Region President with budget development and maintenance prior to initiation of contract negotiations.
3. Registration Processing:
 - a. Annual Convention: Attendance is typically 500-600 people with 70% registering in advance and 30% on site.
 - b. Region events vary in attendance size with 70% registering in advance and 30% on site. Develop registration materials, process advance registrations, prompt participants to register via e-mail notification, process on-site registration, distribute materials, badges, collect fees, track and report the number of people registered and other conference statistics, and follow-up after conference with those who attended but did not register.
4. Assist Program Committees with speaker confirmations and correspondence, vendor confirmations, venue floor plans, speaker AV requirements.
5. Assist Program Committees with development of Brochure/flyer and timelines for e-mail, mail, social media and public relations outreach as needed.
6. Assist Program Committees as needed with printing and mailing all event material.
7. Assist webmaster with event management online services.
8. Onsite Staff:
 - a. Annual Convention: Provide three – four people to handle on-site registration, badges, tickets for special events, monitor exhibits, assist plenary speakers, prepare signage, maintain a message board, coordinate work of volunteers and assist Program Chair and participants.
 - b. Region activities: Provide onsite support as requested for registration, badges, tickets for special events, monitor exhibits, assist plenary speakers, prepare signage, maintain a message board, coordinate work of volunteers and assist Program Chair and participants. Number of staff required will depend on the size of the event.
9. Prepare event materials (handouts, name badges, display materials, signage, etc.) suitably prior to the event date to ensure efficient and smooth on-site preparation for the event.
 - a. Some events may only require the materials be mailed to them and not include on-site support.
10. Maintain master hotel reservation list for speakers, board members, committee members and others as designated by the Program chair.
11. Coordinate the preparation of honorarium checks as needed with the Treasurer.

12. Assist Program chairs or Region Presidents with all on-site requirements including hotel rooms, catering and audiovisual.
13. Assist Program Chairs with development of Exhibitor package. Maintain Exhibitor registration and provide support to exhibitors.
14. Assist Program Chair or Region President with menu development.
15. Assist Program Chair or Region President with A-V RFP and negotiations. RFP's to be presented to board for approval if not included in site contract.
16. Provide on-site meeting management and support.
17. Organize and distribute agendas, board packets, name badges, handouts, photography, social activities and other meeting materials and essentials.
18. Assist with post-test, evaluation data collection and provide formal conference metrics and participant evaluation reporting to the Program Committee and BOD within 30 days post event.
19. Prepare and distribute CE certificates onsite, email or mail.
20. Prepare and complete AARC CRCE application and reports.
21. Assist Program Chair or Region President with contract negotiations for photography, music, or other social activities as needed.

Appendix 1

Mailing Proposal Information

The RFP must be prepared and sent to the Chair of the RFP Ad Hoc Committee of the CSRC. Please DO NOT contact the Executive Office or Executive Director. Please scan and email documents (in confidence) as an attachment to;

Wayne Walls, Treasurer
Chair, Executive Office RFP Ad Hoc Committee
wwalls@csrc.org

If you have any questions, please feel free to call;
Cell 562.400.6992