



Nova Scotia Dietetic Association

NSDA is the provincial dietetic regulatory body. Its mission is to regulate dietitians and nutritionists to practice in a safe, ethical and competent manner.

REQUEST FOR PROPOSALS **Project Manager**

The Nova Scotia Dietetic Association is inviting proposals for a consultant to lead the refresh of website content for a public audience, and the development of new digital and social media for the organization.

www.nsdassoc.ca

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1. Purpose of the Project

The main purpose of this project is to strategically integrate key messages into NSDA's existing and new digital and social media platforms to enhance the public's understanding of professional regulation and NSDA's role as a regulatory body.

2. About the Nova Scotia Dietetic Association

The Mission Statement

In the public interest, NSDA regulates dietitians and nutritionists to practice in a safe, ethical and competent manner.

The NSDA has authority under the Professional Dietitians Act to:

- License dietitians who are qualified to practice dietetics in Nova Scotia;
- Set and monitor standards of practice;
- Promote continuing competence;
- Investigate and address complaints about dietitians.

The NSDA has a governing board headed by a President and the staff are led by an Executive Manager. The Board governs the organization and is responsible for establishing the policies, programs, and standards that regulate the profession of dietetics; the staff is responsible for supporting the work of the Board and committees.

Presently, the NSDA has approximately 580 members. For further information about NSDA, please visit www.nsdassoc.ca

3. Project Description

An environmental scan of public education initiatives implemented by other regulatory bodies has been completed on behalf of NSDA and informed the development of a public education plan. Key messages have been drafted.

There is currently information on the NSDA website (www.nsdassoc.ca) to inform the public about the regulation of the profession, however the website content requires revision to reflect and effectively communicate key messages. Mechanisms are required to draw the public to the website, including digital media and social media.

4. Five Deliverables

The consultant submitting this proposal can complete or subcontract the following deliverables.

I. Refreshed website content intended to educate the public about the regulation of dietetics.

Write and edit website content that reflects key messages communicated effectively to a public audience.

NSDA will provide input and guidance on its preferences.

II. Development of digital media.

Digital media products (e.g. digital signatures and infographics) that reflect key messages and effectively inform and engage a public audience.

NSDA via the Communications Committee will provide input and guidance on its preferences in the development of digital media.

III. Management of digital media.

1. Integration of digital media into the NSDA website;
2. Dissemination of digital media;
3. Guidelines for use via dietitians.

NSDA will provide input and guidance.

IV. Production of social media.

1. The identification of the most appropriate social media platforms for NSDA considering risks and benefits;
2. The establishment of social media accounts/identities for NSDA;
3. The incorporation of key messages and digital media into social media;
4. Development of a plan to sustain and manage social media.

NSDA will provide input and guidance.

V. Evaluation plan for components of the public education strategy addressed within this RFP.

Establish progress and outcome indicators to evaluate the effectiveness of the public education strategy.

NSDA via the Communications Committee will provide input and guidance, and implement the evaluation process.

5. Proposal Information Required

At a minimum, proposals should include the following:

1. Detailed project plan with timeframes, deliverables and milestones in response to the five deliverables.
2. A description of your process and approach to complete project deliverables.
3. A description of the project team and each individual's role, qualifications and relevant experience, as appropriate.
4. The total cost and cost structure, for example, hourly rates, payment schedule based on specific deliverables and/or milestones.
5. Descriptions or examples of comparable projects you have created.
6. A minimum of three client references.

6. Selection Criteria

Technical Component

1. Ability to meet the NSDA's requirements as described in this document
2. Appeal of proposed approach, proven experience and examples as available
3. Efficiency of approach: project plan, approach and methodology
4. References

Financial Component:

5. Cost

Evaluation: Applicants will be evaluated on technical (75%) and financial (25%) components. Applicants must score 70% in the technical component in order to proceed to be scored on the financial component.

7. RFP Deadline and Management

NSDA will provide the successful applicant all relevant information.

Proposal Questions:

If you have questions before submitting your proposal, please contact Jennifer Garus, Executive Manager at jgarus@nsdassoc.ca

Please note that all questions and answers will be addressed in writing and posted on the NSDA website prior to the closing date.

Submit your proposals by July 27, 2018, at 5pm, electronically or by mail to: Jennifer Garus, Executive Manager at jgarus@nsdassoc.ca

Nova Scotia Dietetic Association
380 Bedford Highway, Suite 301
Halifax, NS B3M 2L4

8. Timeline

| | |
|------------------------------|--------------------------------------|
| July 27, 2018, at 5pm | Deadline for submission of proposals |
| August 17, 2018 | Selection date |
| August 31, 2018 | Contract signed |
| June 30, 2019 | Project completion |

9. Terms and Conditions

1. In submitting a proposal, the applicant agrees that any information pertaining to the Nova Scotia Dietetic Association (NSDA) obtained by the applicant as a result of participating in this RFP is confidential and shall not be disclosed by the applicant except as authorized by NSDA.
2. This RFP may be cancelled at the sole discretion of NSDA.
3. All conditions and provisions of this RFP are to be accepted and incorporated by reference in the proposal submission.
4. NSDA reserves the right to reject all proposals that are incomplete, conditional or obscure or that contain additions not called for, erasures or alterations or irregularities of any kind. NSDA may not necessarily accept any proposal or may accept a proposal that was not the proposal with the lowest price or may award this contract to more than one applicant.
5. Oral responses to any inquiry are not binding on either party.
6. NSDA shall not be liable for any of the costs of preparation or samples incurred by the applicant in completing their request for proposal. The rejection of any or all offers shall not render NSDA liable for any costs or damages.
7. NSDA reserves the right to adjust any relevant dates as required.
8. All applications are irrevocable for a period of sixty days from the closing date of request.
9. NSDA reserves the right to verify any applicant's statement or claim by whatever means it deems appropriate, to contact references other than those offered, and to reject any statement or claim made by the applicant, if in the judgment of NSDA, the statement or claim is unwarranted.