I. Introduction

A. Project Summary

The purpose of this Request for Proposals (or "RFP") is to invite qualified agencies to submit a proposal to conduct a landscape review to develop a database of community organizations across the United States that are working on policy issues aligned with NCLD's mission and values.

B. Background on NCLD

Learning disabilities ([LD], e.g., dyslexia, dyscalculia, dysgraphia) and attention issues (e.g., attention deficit hyperactivity disorder [ADHD]), are brain-based difficulties in reading, writing, math, organization, focus, listening comprehension, social skills, or a combination of these.

NCLD empowers the 1 in 5 individuals with learning and attention issues to succeed in school, at work and in life. NCLD has more than 40 years of experience providing essential information to parents, professionals and individuals with learning disabilities and attention issues, promoting research and programs to foster effective learning, and advocating for policies to protect and strengthen educational rights and opportunities. Through its initiatives and with the expertise of its renowned Professional Advisory Board, NCLD conducts research and creates programs and resources to reduce stigma, promote self-advocacy skills, and mobilize a powerful force of knowledgeable advocates to create real change.

C. Problem statement

Young adults living with LD/ADHD and parents of students with LD/ADHD have limited access to digital repositories designed to help them locate and connect with local advocacy organizations. Often, they are left having to use internet search engines and trying combinations of keywords and phrases with the hope that one of the results will be able to provide the support, resources, and engagement opportunities they are looking for.
Additionally, the organizations themselves working for policy change may not have the capacity to network and collaborate with other organizations working on similar issues.

NCLD would like to develop a database of community-based organizations aligned to a set of metrics and indicators and then visualize the distribution of these organizations across the country that are providing services and working on issues that will improve the lives of NCLD’s audience.

D. Project Goals

This project will enable NCLD to:

- Understand the full scope of local advocacy power and policy initiatives focused on special education issues.
- Map out these organizations visually so parents and advocates can find and connect with their local organizations (e.g., overlaid on a map of the United States).
- Conduct targeted outreach to gauge interest in the development of a community-learning or action network.
- Expand our advocacy network.

The deliverables of the research partner will include, but are not limited to:

- Identifying proper and realistic methodology for completing this landscape review.
- Defining the key terms/search queries used in the context of this landscape review.
- Building a searchable and indexed database of community organizations that NCLD will use to develop a visual or interactive map.
- A process for validating information in the database that may evolve over time (e.g., a way to assess inter-rater reliability of inclusion/exclusion of organizations).
- A framework for updating or expanding the database (e.g., a web-based form built using the defined inclusion/exclusion criteria that will allow new organizations to be added).
- A final summary of the work including the methods used and suggestions of any future work needed.

Approach

The suggested approach for this project is one of systematic review using a combination of query strings, considering geographical location, and screening based on predetermined inclusion and exclusion criteria.

Initial research has been completed by members of NCLD’s staff to begin the development of inclusion and exclusion criteria. Examples of those criteria are below, but we welcome the research partner to assist in further refining this framework.

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<th>Inclusion Criteria</th>
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Please see the full list of inclusion criteria in this [spreadsheet](#).

- Religious Organizations
- Political Campaign
- Government Organization
- Private School
- No paid employees
- Pro “Parent Rights”
- Anti-Critical Race Theory (CRT)
- Pro-Vouchers
- Pro-School Resource Officers (SROs)
- No clear way to contact or engage with org (example a published resource)

Results of internal research, specific keywords, and organization profiles to be provided to the selected research partner.

On September 26, 2022 at 2:00pm EDT, NCLD will host an information session for interested parties to attend to learn more about the vision for this project, the internal work that has been completed by NCLD, and to ask questions.

**E. Timeline (estimate)**

The scope of the research will guide the overall timeline and we invite potential partners to include their assessment of project duration and anticipated timeline in their proposal.

Below is an outline of upcoming key milestones:

- September 2022: RFP Announced
- **September 26, 2022 at 2:00pm EDT:** Information Session
- October 10th: RFP Responses due
- Mid October: Research partner selected
- November: Kick Off

**II. Proposal Requirements**

**A. Proposal Requirements**

- **Submission Format(s):** PDF or .docx
- **Executive Summary:** A general outline of the agency's understanding of the request and a statement of interest in the project.
- **Agency Background:** An overview of the agency's background, philosophy, culture, clients, awards, specialty/practice areas and overall capabilities, including experience with similar forms of meta-analytic research. This would be a great opportunity to share case studies or cite previous work.
• **Project outline:** Include proposed methodology and anticipated timeline for completion.
• **Team overview:** Please list a primary contact and provide a brief description of the project team.
• **Additional information:** Any questions, or requirements of NCLD in order for your team to meet milestones and budget.

**B. Budget** (Assume November, 2022 - March, 2023)
In your proposal, provide a description of the services provided with a total estimated budget. Please indicate whether there is a monthly retainer fee and an estimate for out-of-pocket expenses, including monthly administrative costs. Also, itemize any additional "big" out-of-pocket expenses that you envision should be considered above the retainer and administrative costs. Budget can be included in the project narrative or as a separate Excel document.

**C. Criteria**
- Selection will be based on the following criteria (in no particular order):
  - Capabilities and track record of success
  - Team and client fit
  - Financials
  - Proposed timeline
  - Passion for social issues and/or the learning and attention issues field

*Please Note:* All costs incurred in the preparation and submission of proposals and related documentation, including bidder presentations and travel, if any, will be taken on by the bidder.

- Selection or non-selection notification for a follow-up meeting and final decision will be communicated via email to all firms submitting complete proposals. The awarded firm will execute the service agreement. Contract terms will be negotiated at that time.

**D. Our Team**

This RFP is issued by the National Center for Learning Disabilities. Kate Bartlein is the lead for this project and will be the day to day contact. All questions and comments about this RFP should be directed to her via the contact information below. Joey Hunziker is NCLD's Director of Leadership and Organizing and is the sponsor for the project and together with Kate will select and partner with those doing research. Other NCLD teams may be brought in as needed, such as our Operations team, Communications team, or NCLD's Director of Research.

**Contact information:**
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