



Request for Proposals (RFP): Global Expansion Consulting Services

Introduction: The Network of Schools of Public Policy, Affairs, and Administration (NASPAA) is seeking proposals from qualified consulting firms to provide comprehensive services to assist us in expanding our association's global presence. We seek a partner with expertise in international higher education, market research, strategy development, and execution to guide us through establishing a robust global footprint.

Background: NASPAA is the global standard in public service education. It is the membership association of over 300 schools of public policy, public affairs, public administration, and public & nonprofit management. NASPAA's Commission on Peer Review and Accreditation (COPRA) is the Council for Higher Education Accreditation (CHEA)- a recognized accreditation body for graduate degree programs in public & nonprofit policy, affairs, and administration globally. NASPAA's twofold mission is to promote excellence in education and training for public service and to promote the ideal of public service.

Scope of Work:

1. Market Research:

- Conduct a thorough analysis of global higher education markets to identify potential regions for expansion.
- Assess market trends, competition, and regulatory environments in selected target regions.
- Provide insights into cultural considerations and business practices that may impact our global strategy.

2. Global Strategy Development:

- Collaborate with our leadership team to define clear and achievable global expansion objectives.
- Develop a comprehensive global strategy that aligns with our association's mission and values.
- Outline a roadmap for phased implementation, considering short-term and long-term goals.

3. Execution Assistance:

- Guide the practical steps and resources required for successful global expansion.
- Assist in the development of marketing and communication strategies tailored to target regions.
- Support the execution of the global strategy by providing expertise in areas such as partnerships, legal considerations, and operational setup.

4. **Performance Measurement:**

- Establish key performance indicators (KPIs) to measure the success of the global expansion.
- Develop a monitoring and evaluation framework to track progress against predetermined goals.
- Provide regular progress reports and recommendations for adjustments as needed.

Qualifications: The ideal consulting firm will have:

- Proven experience in guiding associations through successful global expansions.
- Demonstrated expertise in market research, strategy development, and execution in international contexts.
- Strong understanding of the unique challenges and opportunities associated with global association management.
- Proficient knowledge and acquaintance with the global graduate education landscape.
- Excellent communication and collaboration skills to work effectively with our leadership team.

Proposal Submission Guidelines: Interested consulting firms should submit a comprehensive proposal addressing the following:

1. **Company Overview:**

- Background and experience of the consulting firm.
- Relevant experience in assisting associations with global expansion.
- Pertinent experience with the current global graduate education environment.

2. **Methodology:**

- Approach to conducting market research and developing a global strategy.
- Proposed methods for execution assistance and ongoing support.

3. **Timeline and Deliverables:**

- A detailed project timeline outlining key milestones and deliverables.

4. **Budget:**

- Detailed cost breakdown for the entire scope of work.
- Any additional costs or expenses that may be incurred.

5. **References:**

- Contact information for at least three references from associations or organizations that have utilized your global expansion consulting services.

Proposal Submission Deadline: All proposals must be submitted by **April 19th, 2024** to Angel Wright-Lanier EdD at wrightlanier@naspaa.org.

Selection Process: Proposals will be evaluated based on the consulting firm's qualifications, methodology, experience, and cost. Shortlisted firms may be invited for interviews or presentations.

Additional Information: For further information or clarification, please contact Angel Wright-Lanier EdD at wrightlanier@naspaa.org.

NASPAA reserves the right to accept or reject any or all proposals received.

We appreciate your interest and look forward to reviewing your proposal.

Sincerely,

Angel Wright-Lanier EdD.
Executive Director
NASPAA