



The American Dental Education Association

Request for Proposal

ADEA Dental Education-Wide Climate Assessment

December 1, 2020

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Section 1 General Information

- 1.1 This Request for Proposal (RFP) is being transmitted electronically.
- 1.2 An electronic submission of your proposal must be received by the American Dental Education Association (ADEA) no later than **5:00 p.m.** Eastern Time on **Jan. 25, 2021**. The RFP response must be emailed to **Dr. Sonya G. Smith, ADEA Chief Diversity Officer** at smithsg@adea.org and is to be clearly marked "Confidential – Bid Enclosed" within the Subject Line.
- 1.3 ADEA reserves the right and has sole discretion to award, or choose not to award, a contract to any Respondent or to no Respondent based on ADEA's analysis of responses to this RFP or any other criteria that ADEA, in its sole discretion, determines.
- 1.4 Any recipient of this RFP package that elects not to submit a response shall promptly notify ADEA's contact in writing or via e-mail and immediately destroy the RFP package, retaining no copies.
- 1.5 Your proposal must include a thorough answer to each question and request for information and must provide all other materials for which a request has been made in this RFP. Your proposal also must include the information set forth in the response document attached as Appendix A. Failure to provide thorough answers or requested information may subject your proposal to a lower ranking or disqualification. Answers such as, "yes," "no," "we comply," "see attached brochure" or the like are not acceptable. Your proposal must also include a fully completed and executed Certification of Proposal in the form set forth in Section 2 of this RFP.
- 1.6 **The sections and questions are not organized in order of importance, but must be answered in the order in which they are listed. Additionally, the complete text of the questions must be repeated and numbered to correspond to the numbers in the proposal, followed by your response.**
- 1.7 As part of the solicitation process, you may be required to conduct an onsite presentation of your proposal to the selection team and other parties as deemed appropriate by ADEA. Should a presentation be deemed appropriate, you will be notified of the time and place where the presentation will occur.
- 1.8 By submitting a proposal, you are expressly agreeing to assume responsibility for any and all costs associated with the preparation, delivery and presentation of your proposal including, but not limited to, any required presentations or demonstrations.

- 1.9 The criteria of selection will include, but are not limited to, evidence of experience in handling similar work, evidence of a superior quality product, extent of support, evidence of adequate financial resources and insurance coverage, and an optimum mix of price and ability to provide the specified goods and/or services.

The following elements will be the primary considerations for evaluating all submitted proposals and the selection of a bidder or bidders:

1. Bidder's ability to meet ADEA's mandatory requirements and objectives as outlined under the sections REQUIREMENTS and APPENDIX A.
 2. Overall cost of bidder's proposal.
 3. An assessment of the bidder's ability to deliver high-quality and timely service in accordance with the specifications set forth in the RFP.
 4. Completion of all required responses in the correct format.
 5. The bidder's stability, experience, and record of past performance in delivering the services.
- 1.10 By submitting a proposal, you are expressly agreeing that your proposal will be deemed a firm offer that is open to ADEA's acceptance or rejection for a period of 90 days from the due date and time for proposals as set forth above in 1.2.
- 1.11 No questions of any kind will be accepted after the deadline set forth in 1.2. Questions regarded by ADEA to be essential in responding to this RFP will be answered within two business days of the question period deadline (see 4.4). ADEA shall have the discretion to provide the questions and answers to all competing suppliers.
- 1.12 An award of business under this RFP is contingent upon the execution of a comprehensive agreement with ADEA.
- 1.13 ADEA regards all information and data contained within this RFP as confidential. Please protect the integrity and confidential nature of this information and data. Do not divulge this information or data to any third party unless otherwise instructed to do so in writing by ADEA.
- 1.14 As a recipient of this RFP, your firm has been specifically selected because of your standing in the marketplace and other observed qualifications. Each firm solicited has an equal opportunity to be selected.

Section 2
Certification of Proposal

The undersigned, on behalf of the company named below, hereby represents and certifies to ADEA to the best of his/her knowledge that:

- 2.1 The information contained in the enclosed proposal is accurate and truthful.
- 2.2 Compliance with all applicable laws, regulations, or ordinances of applicable federal, state, and other governmental or regulatory agencies is continually maintained by the company.
- 2.3 Unless fully disclosed to the contrary in the proposal, the enclosed proposal and all information submitted in connection with the proposal were not prepared in conjunction or cooperation with any other company or individual.

Company Name _____

Street Address _____

City, State, ZIP Code _____

Signature _____

Printed Name _____

Officer Title _____

Date _____

Phone Number _____

Fax Number _____

E-mail Address _____

Section 3 Background

3.1 Organization Overview

The American Dental Education Association (ADEA) is The Voice of Dental Education. Our mission is to lead and support the health professions community in preparing future-ready oral health professionals. Our members include all 78 U.S. and Canadian dental schools, more than 800 allied and advanced dental education programs, more than 50 corporations and approximately 18,000 individuals. Our activities encompass a wide range of research, advocacy, faculty development, meetings and communications, including the esteemed *Journal of Dental Education*[®], as well as the dental school application services ADEA AADSAS[®], ADEA PASS[®], ADEA DHCAS[®] and ADEA CAAPID[®]. For more information, visit adea.org.

3.2 Current Operations

Key information about ADEA:

- Founded in 1923.
- A registered 501(c)3.
- Work force of 65 employees based in Washington, DC.
- Currently, all 68 dental schools in the United States and 10 dental schools in Canada are members.
- Currently, there are 800 advanced and allied dental programs in the U.S. and Canada that are active members of ADEA.
- Currently, ADEA has approximately 18,000 active members.
- \$24 million annual budget.

Section 4 Requirements

4.1 General Scope

The purpose of this Request for Proposal (RFP) is to invite bidders to submit a proposal **to develop, administer, and analyze data for a dental education-wide climate survey of the 78 dental schools and 589 allied dental programs in the United States and Canada.** The remainder of this RFP provides additional information that will allow a bidder to understand the scope of the effort and develop a proposal in the format desired by ADEA.

The information presented in this RFP is furnished solely for assisting the bidder in making its own evaluation of the Scope of Work and does not purport to be all-inclusive or to contain all the information the bidder may require. This RFP is not an offer by ADEA to contract, but rather an attempt to establish a common framework for ADEA to evaluate potential suppliers. The bidder should make its own investigations, projections and conclusions to verify independently the information contained in this RFP, and to obtain any additional information that it may require, prior to submitting a proposal.

Background:

Consistent with the Commission on Dental Accreditation (CODA) Standards 1-4 and 1-3, ADEA is dedicated to fostering a welcoming, diverse, inclusive and humanistic environment in every area of dental education—classrooms, clinics, laboratories, meeting/collaboration spaces, research, administrative offices and outreach locations. Numerous studies have shown that the campus climate, a way in which members of the campus community experience the campus environment, significantly influences student learning outcomes and the personal and professional development of students, faculty, residents, fellows and staff. Simply put, members of the campus community thrive in healthy environments where equity, inclusion, a strong sense of belongingness and respect for diversity are the norm.

CODA states the following about diversity:

Diversity in education is essential to academic excellence. A significant amount of learning occurs through informal interactions among individuals who are of different races, ethnicities, religions, and backgrounds; come from cities, rural areas and from various geographic regions; and have a wide variety of interests, talents, and perspectives. These interactions allow students to directly and indirectly learn from their differences, and to stimulate one another to reexamine even their most deeply held assumptions about themselves and their world. Cultural competence cannot be effectively acquired in a relatively homogeneous environment. Programs must create an environment that ensures an in-depth exchange of ideas and beliefs across gender, racial, ethnic, cultural and socioeconomic lines.

Additionally, increasing representation and providing safe and welcoming environments for historically underrepresented racial and ethnic groups, women, the LGBTQIA+ community, persons with a variety of religious beliefs, individuals with disabilities, and other marginalized groups within the dental workforce through preprofessional and student pathway programs is critically important. A more diverse dental profession ties to improved patient satisfaction, increased access to quality oral health care, reduced oral health disparities, and elevated responsiveness to the needs of a society with rapidly changing demographics.

Research also points to the benefits of diversity for all higher education students, particularly in terms of contributions made to the learning environment, improvement of compositional diversity, better intercultural interactions, and shaping opportunities and experiences for all students engaged in a democratic society. Increasing racial/ethnic student matriculation and graduation rates at dental schools and allied dental education programs fosters students' development of better social and cognitive skills and ethical dynamics associated with successful participation in a global society.

To increase and improve diversity within the oral health profession and the dental education pathway, dental education must ensure a humanistic climate and advance programming and policies that promote equity, inclusion, and belongingness for all faculty, students, staff, residents, and fellows. Creating and maintaining a humanistic environment, culture of respect and inclusive climate in dental education requires evidence-based actions and a response that incorporates the collective voices within our communities. Therefore, a single climate assessment across dental education would help us to better understand the experiences of all members of the academic dentistry community and develop strategies and resources to improve equity, inclusion, and well-being for historically underrepresented and marginalized populations in the oral health workforce.

Although some ADEA member dental schools and allied dental education programs have participated in campus-wide climate studies at their academic institutions, or have organized their own climate studies, ADEA has never conducted a dental education-wide climate study for its members. Therefore, baseline climate data are lacking. In January 2020, ADEA President and CEO Dr. Karen P. West created the ADEA Collaborative on Dental Education Climate Assessment (ADEA CDECA) to explore the potential need for a climate survey across all dental schools and programs in the United States and Canada. The ADEA CDECA consists of representatives from the ADEA Diversity and Inclusion Advisory Committee (DIAC); the ADEA Office of Access, Diversity and Inclusion; the ADEA Office of Educational Policy and Research; the ADEA Office of Learning; independent researchers from four dental schools: University of Michigan, Virginia Commonwealth University, University of California, San Francisco, and Indiana University; and a researcher from the Academy for Advancing Leadership.

ADEA CDECA collected data by conducting six surveys and two sets of focus groups between January and August 2020 to provide a solid and comprehensive empirical

evidence base concerning past activities related to climate studies and the current status quo related to climate assessments in dental education(Phase 1), dental school and allied dental program considerations concerning a future ADEA-led joint climate study (Phase 2), and the effects of the COVID-19 crisis and the Black Lives Matter movement on the cultural climate for all members of our communities and climate related activities (Phase 3).

Based on the data and analysis, ADEA CDECA made the following recommendation to the ADEA CEO/President:

ADEA should hire an external climate survey consultant group to conduct a dental education-wide survey and ensure there are representatives from the ADEA Office of Access, Diversity and Inclusion; ADEA CDECA; ADEA DIAC; and the ADEA Office of Policy and Education Research to work with the consultant group to conduct the survey and develop plans for dissemination.

4.2 Deliverables

- 4.2.1 **Request for Proposals posted Dec. 1, 2020**
- 4.2.2 **Proposals due via email to Dr. Sonya G. Smith, ADEA Chief Diversity Officer, at smithsg@adea.org by 5:00 p.m. Eastern Time on Monday, Jan. 25, 2021.**
- 4.2.4 **Review of vendors proposals begins Jan. 26, 2021.**
- 4.2.5 **Virtual Call with Vendor finalists, February 2021.**
- 4.2.5. **Vendor selected, ideally by March 1, 2021.**

4.3 Product Requirements

- 4.3.1 ADEA seeks a partner to gather and analyze combined campus climate data, and create a combined campus climate survey for its dental schools and allied dental education programs in the United States and Canada.

ADEA's ideal partner will design, conduct, and complete the climate survey project—culminating in a written final report and subsequent verbal presentation—within six months to one year of the project start date. The final report will explain its methodology, present collected data, furnish insights rooted in research and driven by evidence, and provide clear and actionable recommendations to assist ADEA with developing strategies for more inclusive, welcoming, equitable, and diverse spaces in support of its member institutions and programs.

- 4.3.2 ADEA envisions a comprehensive study that ascertains how faculty, students, staff, residents, and fellows engage with the campus culture and the degree to which these audiences feel included, safe, and valued in that culture. The ADEA member dental schools and allied dental programs also seek to understand the degree to which they are delivering a humanistic, safe, and welcoming

environment; living up to the principles equity, diversity, inclusion; and providing a cultural infused-curriculum and culturally competent training.

4.3.3 Data collection techniques could include, but are not necessarily limited to, surveys, focus groups, interviews, document review, and an analysis of policies, procedures, programs, and ADEA student and personnel data. Specific topics for examination might include, but are not necessarily limited to, the following:

- Perceptions of well-being and stress at dental school/advanced dental education/allied dental education program;
- Perceptions of the recognition and appreciation of campus diversity;
- Perceptions of belongingness and welcomeness within the dental school/advanced dental education/allied dental education program;
- Perceptions regarding campus practices and policies that support and/or hinder equity within the dental school/advanced dental education/allied dental education program;
- Perceptions regarding campus programming and activities that support and/or hinder diversity, equity, and inclusion;
- Perceptions of the extent to which the campus climate promotes faculty, staff, and students' ability to reach their full potentials;
- Perceptions of faculty, staff, and students' satisfaction with their campus experiences related to diversity;
- Perceptions of engagement and relationships between diverse groups and people on campus;
- Perceptions of discrimination by others within the dental school/advanced dental education/allied dental education program;
- Perceptions of harassment by others within the dental school/advanced dental education/allied dental education program; and
- Perceptions of faculty, students, and staff satisfaction with the overall campus climate at the dental school/advanced dental education/allied dental education program.

4.4 Schedule and Due Dates

4.Event	Estimated Date
RFP distribution to bidders	December 1, 2020
Bidders:	
<ul style="list-style-type: none"> Acknowledge receipt of RFP & accept invitation to participate 	December 2, 2020 – December 11, 2020
<ul style="list-style-type: none"> Provide all times of availability within the demo period 	December 11, 2020
<ul style="list-style-type: none"> Submit questions about the RFP 	December 15, 2020
Responses to bidders' questions due	December 21, 2020
Proposal due date	January 25, 2021 5:00 p.m. Eastern
Bidder demonstrations via video conference, if necessary	Begin February 2021
Bidder evaluations	February 2021
Anticipated decision and selection of bidder	March 1, 2021
Anticipated contract negotiations of selected vendor	March 2021
Anticipated commencement date of work	April 1, 2021
Post implementation or delivery review	April 2021

Section 5 Supplier Profile

- 5.1 Provide a list of clients to whom you provide the products and/or services that are the same as or substantially similar to the products and/or services you are proposing to ADEA. Include contact names and telephone numbers for each client. ADEA will not contact these references directly without first notifying the successful company in order to allow the successful company time to notify the references.
- 5.1.1 Type of entity (corporation, partnership, limited liability company, sole proprietorship, etc.)
 - 5.1.2 Full legal name of the entity
 - 5.1.3 Full legal name of the parent if the company is an affiliate of another company
 - 5.1.4 State in which the company was incorporated or formed
 - 5.1.5 Primary location (city and state)
 - 5.1.6 Headquarters location of the parent if the company is an affiliate of another company
- 5.2 Provide copies of financial statements for the last three years (audited financial statements are preferred). These will only be viewed by those with an absolute need to know.
- 5.3 Provide profiles, qualifications, roles and responsibilities of each team member who will support ADEA and their curriculum vitae/resumes (curriculum vitae/resumes should not exceed 5 pages). Curriculum vitae/resumes should be included as part of the appendices. Identify the key personnel who will provide management, administration, and interface with ADEA. Key personnel named in your proposal may not be replaced after contract award without a written explanation to ADEA about how their replacement's skills, experience and credentials meet or exceed the requirements of this contract.
- 5.4 Describe how the ADEA relationship would be managed if your firm were selected as the successful company.
- 5.5 State whether or not your company is an Equal Employment Opportunity Employer (EEO). Submit a copy of your policies/programs covering non-discrimination and affirmative action/equal opportunity with respect to (i) race, color, religion, sex, national origin, sexual orientation, or gender identity; (ii) status as a qualified special disabled veteran, veteran of the Vietnam era or any other veteran who served on active duty during a war or in a campaign or expedition for which a campaign badge has been authorized; and (iii) workers with disabilities.

- 5.6 Describe any previous experience with ADEA, regardless of products or services, and identify your contact(s).
- 5.7 Explain why ADEA would realize success by doing business with your company.
- 5.8 Indicate if your proposal was prepared in conjunction with any other company or individual. If so, please explain.

**Section 6
Proposal & Questionnaire**

- 6.1 Name and describe the product(s) and/or services you are proposing and explain how they will meet the product requirements outlined in this RFP.
- 6.2 What distinguishes your product(s) and/or services(s) from those of your competitors?
- 6.3 Propose a detailed project plan and realistic timeframe for successfully completing the services outlined in this RFP. The plan must cover the period from award through the delivery of the final deliverable. Detail the task responsibilities.
- 6.4 Will **third party subcontractors (including any temporary resources)** be used to perform any portion of the services requested herein? If so, populate the below table with the requested details for each third party that will be used.

Subcontractor Name	Description of services/tasks to be performed	Geographic location where services will be performed	Subcontractor Type [Corporation, Temporary, or Independent Contractor (1099)]

- 6.5 Provide three examples of similar assignments that your proposed team has completed within the last 24 months, including sample plans/documentation.
- 6.6 Provide any additional information or alternative solutions or suggestions that you believe further explain your proposal or better meet ADEA’s requirements.

**Section 7
Pricing**

7.1 Provide a detailed cost breakdown of all fees and expenses associated with your proposal in meeting the business requirements outlined in this RFP. ADEA strongly prefers a fixed fee engagement.

	Quantity	Year 1
One Time Costs		
Total for year 1 – One Time Costs		

7.2 In support of your response to 7.1, provide a price breakdown of your fixed fee by deliverable including your resource name, resource title, hourly rate, number of hours, total per resource, and all other ancillary fees that should apply.

Resource Name	Resource Title	Hourly Rate	Number of Hours	Total per Resource

**Section 8
Appendices**

8.1 Appendix A - Provide copies of key personnel curriculum vitae/resumes who will manage, administer, and interface ADEA to complete the business product. Curriculum vitae/resumes should not exceed 5 pages each.

- 8.2. Appendix B - Provide a description of the data security and digital privacy measures that your organization will use to avoid unauthorized distribution and access to data, websites, emails, networks, and databases to complete the ADEA business product. The description should not exceed 3 pages.