

Kentucky School Nutrition Association

Request for Proposal for Association Management Company Services or Executive Director (Contract Employee)

PURPOSE

To secure the services of an Association Management Company (Management Company) or Executive Director (Contract Employee) for the Kentucky School Nutrition Association (KSNA).

ABOUT KSNA

The Kentucky School Nutrition Association is a vibrant association with a membership of over 1600 Kentucky school nutrition professionals. KSNA members include school nutrition staff and managers, district level staff which include supervisors, office personnel, district directors and state agency staff and directors from the Kentucky Departments of Agriculture (KDA) and Kentucky Department of Education (KDE). We are also fortunate to have great support from Industry Partners who work with us to provide services, training, and education to our members.

MISSION, VISION, STRATEGIC PLAN

MISSION: The mission of KSNA is to empower its members by providing advocacy and professional development to advance school nutrition programs in Kentucky.

VISION: SNA will be a readily available resource and advocate for school nutrition programs

CORE VALUES: Feeding Future Leaders, Professional and Personal Growth, Fellowship, Integrity and Ethics Collaboration

SUMMARY OF ASSOCIATION STATUS / CONCERNS

KSNA is currently financially stable. The pandemic and previous year's challenges have caused membership to decline. Our organization would like to become a stronger partner for Child Nutrition Programs across the State of Kentucky.

TYPES OF MEMBERS

KSNA represents 1679 school nutrition professionals statewide. KSNA supports individual as well as District owned membership. We also encourage Industry Partner memberships.

DESCRIPTION OF LEADERSHIP STRUCTURE

Our leadership structure is: President, President-Elect, Vice President, Immediate Past

President (this is a 4 year commitment, one year at each level), Secretary/Finance officer, Industry Chair, Education Chair, Membership Chair, Public Policy Chair, Resolutions and Bylaws Chair, Industry Relations Chair. State Agency Representatives (one from KDE and one from KDA), Communications Chair, Chapter President Representative, Regional Directors (all 2 year terms). A member of our Association Management Company or Executive Director is required to be present at each board meeting and the annual conference. Traditionally, board meetings are held twice a year; one in the fall and one in the spring. Annual conference is traditionally held in June of each year.

DESCRIPTION OF MEETINGS

- Annual State Conference: Traditionally held in June, dates and times are determined by the Board.
- Executive Board Meeting: Held at least annually; and at other times determined by the Executive Committee Members.
- Kentucky Legislative Action Committee: Traditionally held in Frankfort, KY each year and arranged by the PPL Chair.
- Leadership Seminar and Conference Planning Meetings: Determined by the Executive Board and Conference planning committee.
- Managers Retreat: Provides educational and leadership opportunities for managers upon approval of the executive board.
- Administrators Conference: Held in the Fall of each year and will be held in partnership with the Kentucky Department of Agriculture beginning in Fall 2022; combining the US Foods and KSNA Administrators Conference pending approval of the executive board.

DESCRIPTION OF PUBLICATIONS

- A newsletter, “The Challenger,” is distributed in fall and spring. The Management Company or Executive Director is responsible for assisting the Communications Chair with the set up and distribution of this newsletter as outlined in the “Scope of Services” section of the RFP.
- Our KSNA website is to be updated routinely by the Management Company or Executive Director.

SUMMARY OF CONTRACTS

We will maintain and update our Management Company or Executive Director contract on an annual basis. Performance will also be evaluated on a yearly basis; based on the responsibilities outlined in this RFP.

SCOPE OF SERVICES

AMC Representative or Executive Director Position Responsibilities

COMMITTEE SUPPORT

Executes all decisions of the Executive Board by providing necessary liaison and staff support to Committee Chairs and members, including but not limited to:

Finance: Reports to and coordinates with the Secretary/Treasurer.

1. Manages the finances of the Association. Keeps records for IRS filing and coordinates filing with the Accounting Firm.
2. Assists the Treasurer in monitoring the annual budget and long-range forecasts in conjunction with the Executive Committee.
3. Manages and executes investments and contracts of the Association as they are established by the Board.
4. Processes payment for allotted funds in accordance with procedure.
5. Prepares budget reports for timely dissemination for all Board meetings and audit reports and requests of the Treasurer.
6. Performs all other duties as assigned by the Board.

Membership: Reports to and coordinates with Membership Chair.

7. Keeps accurate database of national, state only, corporate sustaining membership and the corporate partnership program.
8. Obtains membership information from SNA.
9. Distributes all materials in conjunction with Corporate Partnership Program.
10. Continuously seeks out new Corporate Partnership Program and Corporate Sustaining Member participants and retains current participants.

Communications: Reports to and coordinates with the President.

11. Maintains the KSNA e-mail address.
12. Maintains member e-mail addresses.
13. Coordinates with the KSNA Website manager with advertising and any other pertinent information.
14. Coordinates the design and printing of any materials and distributes as requested by board
15. Work with the President sending letters to board members' district superintendent, notifying them of their staff member's participation with the KSNA.

Meetings: Reports to and coordinates with the President.

16. Makes all arrangements for KSNA board meetings to include meeting room(s), meals and hotel reservations.
17. Prepares and distributes KSNA board meeting notices and processes reservations.
18. Assists with the preparation of the KSNA Board meeting agenda.

Conference Committee: Coordinates with Conference Chair and Exhibits Chair

19. Process conference registration for attendees and exhibitors.
20. Oversee/Participate running the conference registration desk and developing a work schedule for board members to provide assistance.
21. Negotiates contracts for Hotel and Exhibit center.
22. Maintains a database of vendors for Conference mailing.
23. Updates the exhibitor contracts and is responsible for printing, distributing and processing.
24. Mails signed contract with pertinent information to vendors.
25. Responsible for printing, setup and display of signage for Conference meetings and Exhibit Center.
26. Maintains and updates the registration brochure to include printing and mailing.
27. Oversee/Participate in development of packets for on-site registration to include name badges, meal tickets and ribbons.
28. Prepares attendee list.
29. Oversees the printing of the Annual Conference program book.
30. Handles all speaker Bios and AV requirements.
31. Handles the pre-set up of all AV requirements with hotel and exhibit center.
32. Coordinates with exhibit center or decorator where applicable the needs of vendors.
33. Orders all awards and gifts in conjunction with the conference as directed by the President.
34. Handles all hotel and travel arrangements for speakers as needed.
35. Responsible for making arrangements for all photography.
36. Manage conference on-site.
37. Compile attendee list after Annual Conference to be distributed to qualifying vendors.

Challenger Publication: Coordinates with Communications Chair.

38. Request articles from all committee chairs, review for additions/corrections.
39. Oversees all advertising.
40. Consistently solicit new advertisers and retain current advertisers.
41. Assists with the setup and distribution of the newsletter.

KSNA Website www.kysna.org : Coordinates with Board Members and routinely updates website.

Secretary: Coordinates with Secretary as needed.

Legislative: Coordinates with State and Federal Chairpersons

42. Mail/emails communication on issues to officers and other persons as directed by Chairperson.
43. E-mail Legislative Alerts.
44. Register committee members for SNA Legislative Action Conference (LAC) and secure hotel reservations for committee members.
45. Work with the Public Policy Chair and Regional Directors to update items to be distributed at LAC and state Legislative Day
46. Order any gifts needed for LAC.

History: Coordinates with President

47. Keep paper copies of all materials produced and file under a yearly title to ensure a preservation of history for the association.
48. Assist the President when called upon to research back files.

ADMINISTRATIVE

49. Store, inventory and keep track of all KSNA materials.
50. Update all insurance policies annually.
51. Handle all nonprofit filings with the State.
52. Performs monthly computer back-ups and forwards to the Treasurer.
53. Provides a back-up of current year tax file to Treasurer annually.
54. Coordinates with SNA for timeline of when reports are due by board members.
55. Registers board members for required SNA meetings and processes their travel reimbursement according to KSNA travel policy.

TIMELINE

Final receipt of all proposals by:	August 6, 2021 5:00pm Eastern Time
Initial screening of proposals by search committee	August 12, 2021
Formal Start date	September 1, 2021
Transition Process	September 2021

If the timeline changes, the Search Committee will keep you informed.

CONTACT INFORMATION

For questions regarding this RFP, please submit them in writing to Terina.Edington@jefferson.kyschools.us. Questions will be accepted through July 30, 2021 5:00pm Eastern Time.

SUBMISSION

Electronic Submission via email due by: August 6, 2021 5:00pm Eastern Time

Send to: Terina.Edington@jefferson.kyschools.us

APPENDIX

Attachments:

Budget Worksheet
May 20-21 Financial Report

KSNA Approved Budget 20-21

Revenue			21-22
	19-20	20-21	Proposed/APPROVED
Exhibitors Fees	\$180,000.00	\$120,000.00	\$170,000.00
Industry Advisory Council	\$900.00	\$500.00	\$500.00
Interest-Savings	\$200.00	\$75.00	\$30.00
KSNA Administrators	\$38,000.00	\$25,000.00	\$35,000.00
Managers' Retreat	\$30,000.00	\$15,000.00	\$25,000.00
Membership Dues	\$16,000.00	\$10,000.00	\$15,000.00
Miscellaneous Revenue	\$400.00	\$250.00	\$310.00
Publications/Communications	\$500.00	\$500.00	\$250.00
State Affiliation of Chapters	\$100.00	\$50.00	\$60.00
State Conference Registration	\$79,000.00	\$70,000.00	\$77,500.00
Ways and Means	\$900.00	\$1,200.00	\$1,000.00
Transfer of Funds from Savings	\$0.00	\$34,925.00	\$0.00
Total Revenue	\$346,000.00	\$277,500.00	\$324,650.00
Expenditures			
ANC Manager Employee Award	\$3,000.00	\$4,000.00	\$3,500.00
ANC Officers	\$6,000.00	\$8,000.00	\$7,000.00
Board Retreat	\$2,000.00	\$0.00	\$1,000.00
Education	\$500.00	\$0.00	\$1,000.00
Executive Board Expenses	\$4,000.00	\$3,500.00	\$4,000.00
Executive Director	\$45,000.00	\$40,000.00	\$40,000.00
Exhibits	\$30,000.00	\$30,000.00	\$31,000.00
Finance (Budget and Audit)	\$1,500.00	\$1,000.00	\$900.00
Industry Advisory Council	\$1,000.00	\$0.00	\$0.00
Industry Relations	\$500.00	\$0.00	\$0.00
Insurance and Bond	\$5,000.00	\$7,500.00	\$8,000.00
KSNA Administrators	\$35,000.00	\$25,000.00	\$30,000.00
KSNA Annual Conference	\$100,000.00	\$100,000.00	\$100,000.00
LAC KY	\$3,000.00	\$0.00	\$2,500.00
Leadership Academy	\$5,000.00	\$0.00	\$2,500.00
Legislative Action Conference	\$20,000.00	\$15,000.00	\$20,000.00
Managers Retreat Exp	\$30,000.00	\$15,000.00	\$25,000.00
Marketing Expense	\$1,000.00	\$0.00	\$500.00
Member Services	\$1,000.00	\$0.00	\$500.00
Misc.	\$2,000.00	\$1,000.00	\$1,000.00
National Leadership Conf.	\$9,000.00	\$6,000.00	\$7,500.00
Public Policy	\$500.00	\$0.00	\$250.00
Publications & Public Comm	\$30,000.00	\$20,000.00	\$30,000.00
Resolutions and Bylaws	\$100.00	\$0.00	\$100.00
Scholarships (KSNA/IAC)	\$3,000.00	\$0.00	\$3,000.00
SNIC/ACDA/SAE	\$3,300.00	\$0.00	\$3,300.00
Technology*	\$4,000.00	\$1,500.00	\$1,500.00
Ways and Means Exp	\$600.00	\$0.00	\$600.00
Total Expenditures	\$346,000.00	\$277,500.00	\$324,650.00

Ways and Means Exp	\$0.00																		\$0.00	\$0.00			
Total Expenditures	\$277,500.00	\$4,018.59	\$7,569.45	\$17,291.33	\$20,891.96	\$31,051.51	\$35,477.79	\$39,080.88	\$42,603.49	\$50,173.79	-\$23,073.89	-\$20,710.81	-\$23,073.89	-\$31,847.51	-\$4,952.49	-\$17,967.62	-\$217,212.75	-\$216,194.34	-\$213,773.45	-\$215,337.12	-\$239,174.02	-\$57,264.57	\$2,326.68

Balances:

Checking

Payroll

Savings

\$37,519.92	\$35,292.64	\$34,271.55	\$31,847.51	\$33,408.31	\$57,242.53
\$4,952.49	\$4,952.49	\$4,952.49	\$4,952.49	\$4,952.49	\$4,952.49
\$176,964.85	\$176,967.62	\$176,970.30	\$176,973.45	\$176,976.32	\$176,979.00
\$219,437.26	\$217,212.75	\$216,194.34	\$213,773.45	\$215,337.12	\$239,174.02