



Request for Proposal (RFP) of the European Evaluation Society (EES)

For the assignment

**“EES Secretariat - Association Management Services”**

FINAL

June 2021

## **1. Background and governance information of the European Evaluation Society (EES)**

The EES was initiated in 1992 and registered in 1996 as a non-profit association in the Netherlands (<https://europeanevaluation.org/>). An EES Secretariat can operate from elsewhere, but any legal issues are related to Dutch law.

After several years of successful collaboration with one provider, the work of the EES has been growing and taking on more activities between conferences. Therefore, the EES is looking for a new provider that better matches our communications, logistics, and IT requirements.

In general, the mandate of the European Evaluation Society (EES) is to stimulate, guide and promote the theory, practice, and utilization of evaluation in Europe and beyond. Our vision is a world where evaluation contributes to human welfare through learning and accountability. Specifically, the EES seeks to advance evaluation knowledge and to encourage adoption of good practices by fostering evaluation excellence, independence, and partnerships. EES activities aim to support improved enabling environments for evaluation, stronger communities of practice, relevant evaluation research and enhanced evaluation methods.

Since the start of the Society, it has organized thirteen biennial conferences in many European countries. The EES also sponsors one day events that bring together evaluators, evaluation managers, evaluation commissioners and professionals from diverse backgrounds and disciplines. It also reaches out to other global, regional, and national evaluation societies and networks.

The EES is a membership-based organization consisting of individual and institutional members. The list of institutional members can be found on the EES website.

The EES is governed by an elected Board consisting of 9-12 Board members. Additionally, two positions have been established, the EES Administration and Communications Manager and the EES bi-annual Conference Coordinator. All Board members work on a voluntary basis except the Admin and Comms Manager.

The Board members “meet” regularly once or twice per month online and, if possible, also, once a year in person to discuss and develop the work plan.

Between online Board meetings, there is a frequent exchange of emails between Board members and the EES Secretariat on thematic and managerial issues.

Within the Board there are sub-teams on “Finance”, “Communications”, and the “Conference” in order to assure a smooth managerial and operational process.

Additionally, there are currently seven Thematic Working Groups (TWGs), which set their own targets and activities but operate under the umbrella of the EES.

Overall, the EES Board and its members are very active and engaged in several initiatives. For the majority of the following activities the assistance of the EES Secretariat will be required (see point 2): In addition to the bi-annual conference (the contract for this is separate),<sup>1</sup> the EES:

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<sup>1</sup> The organization and management of the EES bi-annual Conference is included in a separate service contract, see point D.

- Organizes Professional Development Workshops (PDWs), in person or remote.
- Organizes the logistics for the online events series and its recordings.
- Maintains and updates the membership database and the membership processing.
- Ensures that all subscribed EES members have access to “Evaluation, the International Journal of Theory, Research, and Practice“ depending on their membership category (printed copies to be sent quarterly and/or electronic access)
- Prepares a monthly EES newsletter “EuropEval Digest” (with the inputs of the Board’s Comms team) sent exclusively in electronic form.
- Interacts frequently with EES members and keeps them informed of all queries received via phone and email.
- Implements the communications campaigns, e.g. handles the logistics for uploading the podcasts “EvalEdge” and Blogs, shares regular emails with all EES members and others in the evaluation community and shares the prepared information on social media channels.
- Supports the Thematic Working Groups (TWG) with (online) logistics.
- Maintains and updates EES’ [website](#) on a regular basis, which includes jobs/tenders, online events, trainings, events/conferences (shared by EES board members and via a weekly scanning).
- Maintains and updates its website with evaluation-specific resources such as evaluation standards, glossaries, guidelines and handbooks, tools and checklists, web tools and software, evaluation journals, links to other evaluation organizations in Europe and beyond.
- Supports the implementation of partnerships such as the p2p Career + Advisory for Emerging Evaluators and the Decade of Evaluation For Action (Eval4Action), and possibly more in the future.
- Maintains the database of all national VOPEs in Europe, as well as networks with other evaluation societies and networks, especially the [Network of Evaluation Societies in Europe \(NESE\)](#).
- Organizes an Annual General Meeting, organizes the annual membership survey and carries out other managerial tasks.
- Supports other activities (see EES website) and additional ones in future, yet to be identified.

## **2. Expected tasks of the EES Secretariat / Association Management**

### **A. Office Provision**

- (1) Hotline. Provide a phone line for EES during normal working hours even in times when the office is closed, e.g., closure of office due to COVID-19.
- (2) Postal address. Provide a physical address for EES.
- (3) Meeting space. Provide a physical meeting space for the EES’ in-person Board meeting (organized once a year, if possible).
- (4) Storage. Provide a storage room for keeping the archive of the Evaluation Journal (hardcopies) and other documents.
- (5) Office. Ensure a physical office for the Secretariat’s Manager including office equipment and IT equipment.

### **B. General Administration**

- (1) Provision of administrative service to handle the EES secretariat via phone and emails.

Answer the phone and reply to emails and/or forward them to relevant EES Board Members or the EES Admin and Comms Manager.

(2) Administrative service to handle EES correspondence.

Implement EES-related mailings, as requested by EES Board members and the Admin and Comms Manager. Maximum of 3 mailings related to the promotion of the EES products and membership campaign per week.

*A “mailing” is understood as sending out the same email-text, even if it is sent to different audiences (e.g. if a mailing is sent out about an EES product or event to: 1) EES members through the database, and 2) to EES contacts through Mailchimp, this is considered one mailing).*

(3) EES Board election process.

Adhere to the EES election process as described in the EES Statutes. Provide administrative support to the Nominating Committee. Implement all nomination and elections mailings and administer the election process for the Board. Setting up the online ballot / online voting system and determine the results of the voting. Follow up with mailings from the election results and update the website accordingly.

(4) EES Annual General Meeting / General Meetings

Provide logistical support for setting up a virtual Annual General Meeting (AGM) and if necessary, an additional online General Meeting (GM). Provide administrative and logistical arrangement for the physical AGM during the bi-annual Conference. Provide support with preparation of the ppt presentation for the respective meeting. The physical presence of the Secretariat’s Manager is requested. Record minutes of the AGM / GM and update the website appropriately.

(5) EES Regular Board meetings and other meetings

Provide administrative assistance and logistics for virtual and physical meetings. Share doodle invitations to schedule EES Board meetings once or twice per month in consultation with the Secretary General. Record and take meeting minutes of the online and physical Board meetings.

Maintain minutes and ensure minutes are filed / saved on a shared EES Board drive and a in an overall EES filing system. Maintain and file other relevant documents such as contracts/legal documents with auditors, IT platforms, etc.

The physical presence of the EES Secretariat’s Manager in the online/physical Board meetings is required. Provide administrative and logistic preparation of physical meetings (accommodation research, negotiation with hotels, booking, flight tickets booking). Physical Board meetings take place once a year, if possible.

If requested, also manage the doodle for other meetings e.g., the Thematic Working Groups (TWGs), P2P+ Advisory sessions, and others.

(6) Provide general administrative support to EES activities. While the specifics of what activities these encompass are likely to change over time, they include activities such as the ones provided below, and will be determined based on a six-month work plan:

- i. The P2P + Advisory sessions: Create calendar invitation and zoom links. Distribute calendar invitations to the facilitators and registered participants. Communicate with P2P team.
- ii. Compile information for and create the monthly newsletter, and update the draft newsletter based on the Communications Team's comments and inputs.
- iii. Upload EES videos and podcasts on the necessary platform (e.g., YouTube, SoundCloud, etc.) when requested by the Communications Team.
- iv. Provide logistical support to any EES online event, at a rate of up to 1 event every 2 months.

(7) Financial Services and Audit: Develop an EES annual budget plan.

Follow the annual budget, keep a comprehensible accounting system, handle all invoices/bills, and ensure all payments after validation by EES.

Prepare financial reports, cash-flow projections on a quarterly basis and present them to the EES Board.

Prepare all documents for the annual audit. The documents need to follow the auditors' instructions, and the entire audit process has to adhere to the EES Statutes. EES Board members, in particular the EES Treasurer, need to be kept informed about all steps of the audit process.

(8) Administrative support of the Board in handling official affairs of the society

Communicate with institutions on behalf of EES and deal with officials from banks association registry domicile, insurance agency, KVK the Dutch Chamber of Commerce, etc.). Update the EES signatories at relevant institution and keep the Board informed on any outstanding and emerging legal obligations.

(9) EES website

Handle regular updates of the EES website, as requested by Board Members and / or the EES Admin and Comms Manager. Note: adding new institutional members, trainings, and job opportunities should occur automatically, without the Board Members or Admin and Comms Manager requesting it.

*The EES website is based on WordPress. The IT work includes: Updating the website, creating new features, membership categories, reorganizing sections, maintaining the web-based access to the membership profiles, and updating the membership portal.*

(10) Maintain a regular liaison and reporting relationship with the Secretary General (SG). Consult by-laws with SG and ensure that steps taken are in accordance with the EES Statutes.

(11) Ensure all requested documentation is shared with the appropriate Board Member(s) via an EES Knowledge Management System (on OneDrive or another selected platform).

(12) Follow up on allocated tasks and decisions.

### **C. Membership Management & Processing**

- (1) Answer the phone, communicate with EES members and deal with membership queries. Reply to emails and/or forward them to relevant EES Board Members or the EES Admin and Comms Manager.
- (2) Receive and record applications. Process membership applications using the membership management system and prepare / initiate the process for payment. Maintain relevant documents such as applications and payment related files.

*Currently, CmOffice (tailormade) is used. The EES is considering using ConfTool Pro for membership management, but is open to other suggestions.*

- (3) Send mailings from the membership management system to EES members. Mailings include: Welcome letters, membership renewal reminders. Payment reminders, membership confirmations after membership were paid, etc.
- (4) Maintain the membership management system and the Mailchimp database. The latter is relevant for communicating with non-EES members. The lists need to be shared with relevant Board Member(s) and the Admin and Comms Manager.
- (5) Communicate with SAGE Publishing and provide the database/membership information for the Evaluation Journal distribution system on a quarterly basis.
- (6) Reflect membership promotion plans for mailings from the membership management system and Mailchimp in collaboration with the EES Admin and Comms Manager.
- (7) 3 mailings related to the promotion of the EES products and membership campaign per week are expected. All text in point “b. Administrative service to handle EES correspondence” is also applicable here.
- (8) Provide an export of the Membership database with EES members in good standing and those not in good standing on a monthly basis or other ad hoc exports on demand.

It is expected that the EES Secretariat / Association Management services will cover all tasks from A, B and C (see above) but not all of them need to be conducted on a daily or weekly basis. Sometimes there are busier days than others. Therefore, it is generally expected that the EES Secretariat will be able to work in a flexible and pro-active manner.

The first working weeks will entail the handover / transfer process from the previous provider considering electronic documents, electronic archive files, physical archive (including journals from SAGE Publishing, membership database, website, bank matters, and other transfers / activities.

## **D. Bi-Annual EES Conferences**

In the past the Bi-annual EES Conference was managed by the same provider in a separate contract.

The EES welcomes applications from entities that can handle both the EES Secretarial work and planning for the EES bi-annual conference, but the bi-annual conference management is not part of this RFP.

The last EES Conference took place in Thessaloniki, Greece with 788 registered delegates from 76 countries, 22 workshops, 245 sessions and about 700 presentations. It was a three-day conference with two additional days of preconference workshops.

Due to the pandemic, the Conference initially planned for September 2020 was postponed to 2022, June 6-10 in Copenhagen.

While the primary purpose of this RFP is to identify a provider for the EES Secretariat / Association Management, we would be interested to hear from any prospective providers should they also, in addition, be interested in providing conference management for the EES's biannual conferences. If so, please provide some additional paragraphs indicating your interest, your experience, and your ideas for taking this important and well-attended conference forward.

## **3. EES Secretariat - Institutional Arrangements**

Generally, it is expected that the EES Secretariat will cover all the required tasks and a **Secretariat Manager** needs to be appointed. He or she shall be the person implementing the majority of tasks and the main contact person for the EES, **often on a daily basis**.

In case more than one individual is proposed, the exact division of labour for the EES Secretariat needs to be well described in the Technical Proposal. Ideally, the proposed individuals / consultants have already worked together in the past. If not, the Technical Proposal needs to demonstrate how they will collaborate.

Individuals engaged in the EES Secretariat are not considered as employees of the EES since the working arrangements are based on a **service contract** and they need to keep monthly time sheets and submit them to the EES.

At first the service contract will be valid for six months, including a probation period of three months, and can be renewed based on satisfaction for a total period of two years. This contract may then be extended for subsequent two years.

Currently, it envisaged that this service contract will commence between September and October 2021.

#### **4. Qualifications and Experiences of the EES Secretariat / Association Management Services**

Overall, it is envisaged that the EES Secretariat has strong office management, membership management, IT, and communication skills.

The following qualifications and experiences are expected:

##### **Five Years of Office Management / Membership / Association Management Skills and Experiences:**

- Experience in office / association managing in general.
- Experience in membership management handling registration, membership application procedures, etc.)
- Experience in handling official affairs such as dealing with banks, domicile, insurance companies, etc.) on a professional not mainly private level.
- Experience in accounting, handling business bank accounts, preparing financial overviews and dealing with auditors.
- Excellent skills and experience knowledge management (electronic filing, archiving, administration in general and handling shared office cloud solutions)
- Experience in organizing elections via electronic means, Annual Board Meetings, etc.

##### **Five Years of IT and Communication Skills and Experiences:**

- Experience in providing technical and maintenance support for a membership management system/database.
- Experience in providing technical support and maintaining websites with WordPress.
- Experience with the following IT / communication software / tools: MS Office, Cloud storage solutions, Skype, Zoom, Mailchimp, SurveyMonkey, YouTube, SoundCloud, RSS feeds, Twitter, Facebook and LinkedIn.
- Experience in setting up on-line webinars, trainings and / or conferences administratively and logistically.

##### **Other required Skills and Experiences:**

- Very good spoken and written English.
- Very good communication, facilitation, and research skills.
- Able to work independently, but also in different teams, dealing with various working approaches and different European/international cultures.
- Able to respond quickly, deal with numerous requests simultaneously and able to connect different activities, tasks, and initiatives.

##### **Other Skills and Experiences (desirable/asset):**

- Experience in organizing large events (in-person and/or virtual).
- Experience in evaluation practice.
- Access to legal advice and support.

The availability of an established office structure including phone, IT software and hardware equipment, a storage facility for journals and documents in hardcopies, is an absolute requirement.

The office needs to be established and equipped in such a way that the transfer of all EES electronic files, membership database and the website transfer can take place immediately, after the agreement has been signed.

**The EES Secretariat needs to work on Central European Time (CET/CEST) in order to respond to queries immediately and works according to the needs of the EES Board.**

**4. Submission of Technical and Financial Proposals**

The Technical Proposal in English shall contain the following information in one document:

- (a) The name of the bidder(s), seat, and address.
- (b) Proof of legal authorization / status / registration details / business license, company profile (where applicable). Website links shall be included.
- (c) An overall understanding of the assignment.
- (d) A detailed description of the current organizational office structure and facilities including IT equipment.
- (e) A table/profile of previous similar assignments, which adheres to the qualifications, experiences, skills and demonstrates expertise in delivering the tasks for this assignment.
- (f) An overview of the EES Secretariat’s composition, a work plan (division of labour) how different individuals will work together, if applicable.
- (g) CVs of people suggested including three referees for each person.
- (h) A signed declaration of availability of all suggested individuals for this assignment.
- (i) A signed self-declaration (see Annex 1)

The Technical Proposal needs to include the information above in **one** pdf file.

The Financial Proposal in English shall include the following information in a table:

Item	Task / Other	Responsible Person	Unit/ Days per month / other	Number of Days / other	Unit Costs in EUR	Total Costs in EUR

Also, include:

Cost per month total net (without VAT)  
 Cost per month total including VAT, if applicable

Cost per year total net (without VAT)  
 Cost per year total including VAT, if applicable

**The EES is looking for proposals between net € 23,000 - 25,000 + VAT but will consider proposals up to net € 30,000 + VAT.**

The Financial Proposal needs to include the information above with relevant signatures in **one** pdf file.

## **5. Application Procedures**

The interested applicants should submit their Technical and Financial Proposal as two separate documents in pdf format, not exceeding 10 MB, and send them to:

EES Secretary General

Karin Kohlweg

Email: [karinkohlweg@yahoo.com](mailto:karinkohlweg@yahoo.com)

**Deadline: Wednesday 30 June 2021 (23:59 CEST)**

Selection criteria relate to the points stated under the Technical and Financial Proposal. Equal weight will be given to the Technical and Financial Proposal.

Potential candidates selected will be contacted for an interview in July.

### **Indicative Time-Plan**

Call: Request for Proposal	June (30. June deadline)
Selection Process	July
Interviews with potential candidates	July
Decision taken	End of July / early August
Contract signed	End of August / early September
Beginning of assignment	September or October

### **Disclaimer**

The European Evaluation Society or its Board:

- cannot be held liable for any costs incurred by potential candidates in preparing the RFP or in preparing an eventual proposal and such costs will not be reimbursed
- maintains the right to not communicate about any decisions regarding the selection
- reserves itself the right to at any time stop the qualification process without having to communicate the reason for this to any potential candidate.

## Annex 1: Self-Declaration

**This self-declaration needs to be signed by all suggested individuals of the EES Secretariat.**

We, the undersigned, certify that:

- the information given in this RFP, related to ourselves, the institute, agency, company represented by us, is correct and that the RFP is valid;
- we are not bankrupt or being in the process of bankruptcy; we are not having our affairs administered by the courts; we have not entered into an arrangement with creditors or suspended business activities, and we are not in a similar situation arising from a procedure by our national legislations or regulations;
- neither the engaged individuals, institute, agency, company nor one of its legal representatives have been convicted of an offence concerning its professional conduct by a judgment which has the force of *res judicata*; in particular neither the company nor its legal representatives have been the subject of a judgment which has the force of *res judicata* for fraud, corruption, involvement in a criminal organisation money laundering, embezzlement, misuse of money, acceptance of gifts or any other similar illegal activity;
- neither the engaged individuals, institute, agency, company nor one of its legal representatives have been guilty of grave professional misconduct, in particular, we did not violate mandatory social, labour or environmental law.

Signature and name in capital letters

Place

Date