

## **Request for Proposals**

Diversity, Equity, and Inclusion (DEI) Initiative Consultant

### **Issued by**

Mystic Valley Elder Services, Inc.  
300 Commercial Street, Suite 19  
Malden, MA 02148  
[www.mves.org](http://www.mves.org)

### **Primary Contacts**

Lisa Gurgone, Chief Executive Officer, and Claritza Batista, Director of Human Resources  
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Number of Awardees: 1

### **Introduction and Background**

Mystic Valley Elder Services, Inc. (MVES) is a not-for-profit, charitable organization, which is tax-exempt under Section 501c (3) of the IRS Code. MVES serves as both the federally designated Area Agency on Aging (AAA) and the state-designated Aging Services Access Point (ASAP) for the following 11 cities and towns in Massachusetts: Chelsea, Everett, Malden, Medford, Melrose, North Reading, Reading, Revere, Stoneham, Wakefield and Winthrop.

The mission of MVES is to support the rights of older adults and people with disabilities to live independently with dignity in a setting of their choice by providing them and their caregivers with information, advice, and access to quality services and resources. MVES is one of the largest ASAPs in the Commonwealth of Massachusetts serving a racial, ethnically and socio-economically diverse population of older adults, people with disabilities and caregivers.

### **Project Description**

MVES issues this Request for Proposals (RFP) to solicit proposals from qualified vendors with experience implementing Diversity, Equity, and Inclusion (DEI) initiatives at non-profit human services organizations. In Winter 2023, MVES will launch a DEI Initiative to enhance support and training for both leadership and frontline staff employed at MVES in order to promote a more diverse, equitable, and inclusive workplace that positively impacts both our staff and the communities we serve.

The purpose of this project is to create a cultural shift in the workplace that will provide equitable access to resources, support, and opportunities for professional advancement to all MVES employees. Through the collaborative engagement process outlined below, the program will ensure MVES systems and structures consider and honor cultural differences among staff and communities served. We will also

identify and develop a plan to resolve bias that exists within MVES and provide necessary trainings, policies, and procedures to all staff to operate in more culturally sensitive and equitable ways.

### **Project Scope and Proposed Activities**

MVES is seeking an individual or entity to serve as the Diversity, Equity, and Inclusion (DEI) Consultant to our organization to coordinate and implement this initiative in collaboration with the MVES Management Team. The DEI Consultant will be responsible for conducting the activities outlined below. The estimated number of total hours for the project is 500-600 hours between April 2023 and July 2024. The timeline and tasks outlined in this framework may be adjusted based on recommendations by the selected vendor in consultation with the MVES Management Team.

#### **Activity #1: Conduct Initial Stakeholder Engagement Process to Inform Initiative Implementation**

- Timeframe: April to July 2023
- Tasks:
  - Hold initial interviews with managers/supervisors
  - Hold interviews/focus groups for frontline staff
  - Conduct stakeholder meetings with representatives from the Board of Directors and volunteers, focusing on representatives from the cities/towns with diverse populations.
  - At the conclusion of this engagement process, consultant will share a report of findings and recommendations with MVES

#### **Activity #2: Development of Leadership Coaching and Staff Training Curriculum**

- Timeframe: August to October 2023
- Tasks:
  - Tailor curriculum resources for a one-hour leadership coaching training and 8, one-hour All Staff trainings based on feedback gathered through a stakeholder engagement process and an all staff survey conducted by MVES

#### **Activity #3: Conduct Leadership Training**

- Timeframe: September 2023
- Tasks:
  - Provide one, 1-hour leadership training to be held at least 3 different times in multiple formats (in-person and hybrid)

#### **Activity #4: Coaching Sessions with MVES Leadership Team Members**

- Timeframe: October 2023 to May 2024
- Tasks:
  - Provide coaching sessions to all members of the MVES leadership team (50 individuals) at least once per month
  - Coaching sessions could be individual or group format as appropriate determined by consultant and MVES Leadership team

#### **Activity #5: Conduct All Staff Training Series**

- Timeframe: October 2023 to May 2024
- Tasks:

- Offer a different one hour All Staff training each month to 330 staff members. Each training will be offered at least 6 times in multiple formats and at different dates/times (in-person and hybrid)

**Activity #6: Support Post-Initiative Evaluation Survey**

- Timeframe: June 2024
- Tasks:
  - Provide consultation to Director of Human Resources and Director of Quality and Evaluation on development and execution of Post-Initiative Evaluation Survey

**Activity #7: Issue Final Report to Include Recommendations for Future Action**

- Timeframe: July 2024
- Tasks:
  - Develop and submit final report on initiative to include recommendations for future action
  - Report will include recommendations for agency policies and procedures with respect to DEI. Examples of recommendations could include:
    - Job descriptions/posting and attracting of candidates and internal promotion policies
    - Making sure our website and public and consumer facing information and documents are inclusive
    - Contracting – contracting with diverse/representative organizations
    - Board recruitment – how to encourage/promote greater diversity on the Board

**Submission Guidelines**

The following submission guidelines and requirements apply to this Request for Proposal:

- Only qualified individuals or firms with prior experience on projects such as the one outlined in this RFP should submit proposals
- Bidders intent on submitting a proposal should send an email to [rfp@mves.org](mailto:rfp@mves.org) no later than February 10, 2023
- Questions and inquiries regarding this RFP can be emailed to [rfp@mves.org](mailto:rfp@mves.org) under February 15, 2023
- Proposals must be submitted electronically to [rfp@mves.org](mailto:rfp@mves.org) by February 17, 2023 at 5pm (EST) to be considered
- Proposals must be no more than ten pages in length, excluding cover letter and resumes of key personnel
- Proposals must remain valid for a period of 60 days
- MVES reserves the right to select no proposals should no bidder submit a proposal that meets our organization’s needs

Submission Components:

- Cover Letter (not included in proposal page count)
- Provide a description of the history, experience, and qualifications you have to perform the scope of work including summary information on at least two projects that you previously led that are substantially similar to this initiative

- Describe the general approach, tools, and strategies that you would propose in carrying out the scope of work including your staffing, estimated hours for each task, and if you recommend a different approach to the project then outlined in the scope of work
- Provide resumes of all key personnel that will perform work if awarded this contract (not included in proposal page count)
- Project Cost: Overall fixed price for the project as well as hourly rates and an estimated total number of hours should MVES decide to award a contract on an hourly basis. If you have a standard set of terms and conditions, please include them in your proposal. All costs, rates, terms, and conditions will be subject to negotiation.

#### Evaluation of Proposals:

The selection of the vendor will be based on a multi-stage review process. Preference will be given to vendors with previous experience with human service non-profit organizations, Supplier Diversity Program vendors, and Massachusetts-based vendors. MVES' will initially review and evaluate each proposal using the following criteria:

- Previous experience managing similar projects: (30%)
- Approach to carrying out scope of work: (20%)
- Proposed Budget: (20%)
- Experience with Human Services Non-Profit Organizations: (15%)
- Massachusetts-based vendors: (10%)
- Supplier Diversity Program: (5%)

Based on the initial review, up to three vendors will be recommended for interviews with MVES leadership and select staff, and reference checks. A final decision will be made by March 24, 2023.

#### Important Dates:

- RFP Release Date: January 17, 2023
- Intent to Submit Proposal Letter Deadline: February 10, 2023
- Question Deadline: February 15, 2023
- RFP Deadline: February 17, 2023 at 5pm (EST)
- Final Decision: March 24, 2023