American Cultural Resources Association
Request for Proposal
Continuing Education Expert Providers for 2025 Offerings

October 15, 2024

Introduction

The American Cultural Resources Association (ACRA) is the national trade organization supporting and promoting the common interests of heritage and cultural resource management (CRM) firms of all types, sizes, and specialties. Our member companies – and the professional archaeologists, architectural historians, ethnographers, and others who work for them - lead many of the legally mandated cultural resource studies and investigations in the United States. CRM is also a professional services industry whose professionals regularly work within more universal commercial operations such as human resources, finance, and other business areas.

One of ACRA's primary missions is to empower all members by giving them the tools and training they need to improve in their professional and personal lives. We continually provide educational opportunities that add to members' skills and increase their business acumen. As a means of providing value to our membership and to the industry, ACRA offers Continuing Education (CE) programs such as training courses, workshops, and other learning activities. This Request for Proposal (RFP) invites expert providers to submit applications for online learning opportunities that will be offered to ACRA members and to the public.

We invite you to share your expertise with ACRA's audience and to receive recognition as a subject-matter expert. In addition, ACRA offers to provide qualified providers both a $750 honorarium and 30% of the webinar revenue after the initial registration threshold is met (15 paid registrations). Proposals for 2025 offerings are due December 6, 2024.

Presenters are also given opportunities for direct marketing to the ACRA email list and registrants. These opportunities include adding their logo to marketing emails for the webinar session and providing content and materials to the follow-up email to webinar attendees.

Scope of Service

Online training is an integral part of ACRA's CE program, designed and presented by experts from various disciplines and industries, covering *all* aspects of running a business. Desired sessions are engaging, while they offer plenty of time for attendees and providers to discuss the content of the webinar. Preferred topics will relate directly to subjects associated with expanding participants' business skills and knowledge or topics on technical aspects of cultural resource studies. ACRA will review all proposals offered. Presentations must be evidence-based

and aimed at professionals already working as practitioners within cultural resource management contexts.

Here are some examples of relevant topics:

- technical cultural resources demonstrations;
- marketing and business development;
- workplace information technology and cybersecurity;
- financial management and accounting;
- public relations;
- proposal writing;
- project management;
- contracting and legal issues;
- human resources;
- insurance;
- health and safety compliance; and
- the relationship of cultural resource management to other industries.

ACRA's CE Committee is particularly interested in topics directed at its member firms' young professionals. Webinars on introductory themes will help the industry's newest members gain skills and knowledge to help them rise within their profession.

Preference will be given to topics not covered in a previous ACRA webinar, and special consideration will be given to topics that can be certified under the Register of Professional Archaeologists continuing professional education program. A list of previous ACRA webinars is available following the RFP below for further guidance on topics. You can also access the list here.

ACRA would like to offer 6 to 10 online learning opportunities in 2025. Presentations are primarily hosted on Thursdays at 2:00 p.m. Eastern Standard/Daylight Time, but other days/times will be considered based on presenter availability and subject matter. Presentations are generally 1 – 1.5 hours long including 15 minutes for questions and discussion. Providers must participate in a practice session before the final live webinar. The approximate time commitment, outside your own preparation time, is 1-2 hours.

Providers are expected to produce (at minimum) a PowerPoint presentation and include an ACRA logo on the title slide. Presentations that include additional materials, such as handouts or specific training tools for attendees, will receive added consideration. The length, depth, and manner of instruction must be appropriate for the subject matter for the ACRA audience and stated learning objectives. Note that all online learning opportunities must focus on education and training and **all instructional materials must be non-commercial in nature. Program materials solely promoting goods or services are not accepted.**

The content of each webinar will remain the property of the provider; however, ACRA will retain the PowerPoint presentation created for ACRA's CE program and a video recording of the webinar. ACRA prefers to retain the right to market this recording for purchase by members at a later date. It is the provider's responsibility to ensure that she/he has the right to use images, reading materials, handouts, software, etc. and that sources are properly credited. ACRA reserves the right to have instructors submit such permissions upon request. All learning opportunities will be listed on ACRA's website and be open to all ACRA members, members of other professional organizations, and to the general public, as appropriate. Providers are free to advertise elsewhere and to invite non-ACRA members to participate.

Provider Qualifications

Providers do not need to be cultural resource professionals, but they must be subject matter experts in their respective field. An expert is defined by ACRA as a professional who has mastery of the method and theory of the subject matter as demonstrated in practice, teaching, research, or publication. In team-taught programs, providers must be subject-matter experts in the field(s) for which they are responsible. All providers will demonstrate proficiency in the specific principles of the activity being taught and must meet the following criteria:

a. Present professional credentials by submitting certification, registration, or license (as appropriate);
b. Demonstrate expertise in the subject matter, as evidenced in a curriculum vita; and
c. Display an understanding of the relevance of the particular learning opportunity to cultural resource professionals.

Submission and Evaluation

Applicants should submit an application packet that includes:
a. Presentation summary and supporting information; and
b. Résumé or Curriculum Vitae demonstrating professional qualifications.

All proposals must be submitted electronically and received by the close of December 6, 2024. Accepted application materials can be in Word, PDF, and/or PowerPoint format. Send your documents to: amanda@acra-crm.org. Note in the subject line of the email: "Webinar Proposal" so applications can be received and processed accordingly. If you would require the use of a file sharing site to upload presentation materials (if selected), please note that in your letter of intent.

Provider candidates should clearly state schedule constraints if they cannot be available on Thursday afternoons at 2:00 pm Eastern time and offer preferences regarding alternative presentation times and availability.

Proposals will be reviewed by the ACRA CE Committee and evaluated using the following criteria:

1. Qualifications of the expert provider
2. How does the webinar subject matter enhance an ACRA member's ability to meet the association's code of ethics and professional conduct?
3. Is the topic relevant to ACRA members and professionals in the cultural resource management industry?
4. Are the learning objectives clearly stated in the application?
5. How does the presentation meet those learning objectives?
6. How will you measure a participant's success in mastering the goals of the online learning opportunity?
7. Has the material been presented previously, and if so, where, and are reviews available?
8. Has the applicant ensured that commercialism absent from the proposal/presentation?

Applicants will be notified on or before January 17, 2024. Questions can be directed to:

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American Cultural Resources Association
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Addendum #1

List of Previous ACRA Webinars
The Previous ACRA Webinars are Also Accessible **Here**.

2024

- September 5, 2024 **Investigating Archaeological Artifacts Using Isotopic Techniques**
- August 22, 2024 **How to Integrate Instrumental Analyses of Artifacts into CRM Projects**
- July 18, 2024 **IT Cybersecurity Best Practices for Small Business**
- June 13, 2024 **Resolving Disputes in Section 106**

2023

- October 5, 2023 **The CRM Market by the Numbers: What Firms Need to Know for Planning, Competing, and Adding Value**
- September 26, 2023 **Understanding a CRM Project Life Cycle**
- August 24, 2023 **Section 106 Program Alternatives**
- July 13, 2023 **How to Improve your Descriptions of Historic House Interiors**
- April 12, 2023 **The Do's and Don'ts of Subcontracting on Federal Projects**
- March 16, 2023 **Principles of Curation for Cultural Resource Professionals**
- January 26, 2023 **Surveys: Are They Going to the Dogs?**

2022

- December 8, 2022 **Planning for Successful Section 106 Agreements**
- October 6, 2022 **Alternative Mitigations: Let's Continue the Discussion**
- August 4, 2022 **Identifying and Mitigating Sexual Harassment In CRM**
- June 23, 2022 **Innovative Approaches to Section 106 Mitigation**
- May 12, 2022 **Nuts and Bolts of SCA**
- April 14, 2022 **Bones: Isotopes in Dating, Diets and Migration Studies**

2021

- December 9, 2021 **Documentation and e106**
- October 14, 2021 **Storytelling in CRM: Moving Beyond Producing Gray Literature**
- August 12, 2021 **Technical Editing for CRM**
- July 22, 2021 **Reframing Public Outreach: Addressing Historically Underrepresented Communities in CRM**
- June 10, 2021 **Section 106 and Section 110(k): Responding to Anticipatory Demolition Concerns**
- May 13, 2021 **Radiocarbon Basics**
- April 8, 2021 **A Digital Marketing Primer**
- February 4, 2021 **Legislation & Policy: What CRM Can Expect in 2021**

- January 28, 2021 **A, B, C, easy as 1, 2, 3: Evaluating Archaeological and Tribal Resources Under the "Other" Register Criteria**

2020

- December 10, 2020 **So You Think You Need a PA...**
- November 12, 2020 **Aerial Archaeology, Then and Now**
- October 22, 2020 **Technical Writing for CRM: Developing More Efficient Communication**
- August 13, 2020 **Data Preservation and Access in the Digital Age of CRM**
- July 16, 2020 **Emerging Technology for Heritage Management & Section 106 Compliance**
- June 11, 2020 **Dispute Resolution in the Section 106 Process**
- May 28, 2020 **CRM Health & Safety Programs in the 21st Century**
- April 30, 2020 **Safety and HR for CRM During COVID-19**
- February 21, 2020 **Harnessing the Power of the People in NEPA and Section 106 Compliance**

2019

- December 5, 2019 **Meeting the Reasonable and Good Faith Identification Standard**
- October 10, 2019 **Forecasting 101**
- September 26, 2019 **Acquisition v. Retention: Strengthening the Firm-Client Relationship**
- July 25, 2019 **Meetings for a Healthy Organization**
- June 20, 2019 **Planning for Successful Section 106 Agreements**
- May 9, 2019 **Accounting Basics**
- March 21, 2019 **The Art of Negotiation and Conflict Management**
- January 24, 2019 **Advocacy Skills for All Free for ACRA Members**

2018

- December 6, 2018 **Innovative Approaches to Section 106**
- November 15, 2018 **What the 2018 Election Results Mean for CRM**
- October 25, 2018 **Geophysical Survey for Cultural Resource Management Archaeology**
- August 16, 2018 **Communications Skills for All**
- July 26, 2018 **Ethnography Basics**
- June 14, 2018 **Planning to Involve the Public in Section 106**
- March 22, 2018 **Digital Data Management and Curation for CRM Professionals**

2017

- November 2, 2017 **Secrets Revealed: Why CRM Sales Efforts Aren't Effective...and How You Can Change this at Your Firm**

- October 20, 2017 **Hosting a Successful Internship Program**
- October 4, 2017 **Section 106 Review for Planners and CRM Professionals**
- September 19, 2017 **Indigenous Stone Features and Landscapes of the Northeast**
- May 18, 2017 **The California Environmental Quality Act: What Cultural Resource Managers Should Know about the Fundamental Process and Larger Context**
- April 13, 2017 **Occupational Wellness Among U.S. Archaeologists**
- February 21, 2017 **How to Make a Project Budget for CRM Professionals**
- January 26, 2017 **How to Write a Great Proposal**

2016

- November 28, 2016 **The CRM Industry in the Age of Trump**
- October 20, 2016 **Section 106 Review for Planners and CRM Professionals AICP Credits Available**
- July 28, 2016 **Making Your Voice Heard in Election Season Free for ACRA Members!**
- May 25, 2016 **Federal Regulations New in 2016 – How Will They Impact You? ACRA Members Only**
- April 26, 2016 **The California Environmental Quality Act (CEQA): What Cultural Resource Managers Should Know about the Fundamental Process and Larger Context**
- March 16, 2016 **Social Media (How the Right Digital Communications Can Transform Your Company's Outreach)**
- Feb 18, 2016 **Basics of Budgeting for Cultural Resources Management Project**s

2015

- Dec 2, 2015 **Proposal Writing for Cultural Resources Management Professionals**
- Oct 28, 2015 **Designing A Safety Program to Protect Your Human and Financial Assets**
- Sept 22, 2015 **Human Resource Basics – What Small Businesses Need to Know**