

BIDDERS CONFERENCE and SUBMITTED Q&A

RFP – ASSOCIATION MANAGEMENT SOFTWARE

Q: WHAT IS EXPECTED FROM THE LISTED BUDGET?

A: The proposed budget availability is for the consultation and assessment, implementation, and customization of the product and would include at least one year of support, maintenance, training, and licensing/subscription costs.

Q: WHAT APPROACH SHOULD WE USE WHEN DECIDING ON WHICH DETAILS TO INCLUDE IN OUR PROPOSAL WHEN IT COMES TO USING OR REPLACING EXISTING SOFTWARE?

A: We want to be able to understand which pieces of the core AMS system can be utilized to replace our existing software. We hope to replace as many pieces as possible to realize the most cost savings and efficiencies from the core product. If we decide that our existing product offers a better level of quality than a proposed replacement, then we will weigh the cost implications. If the software piece is an add-on to the core programming, then we would weigh the cost differences, quality, and efficiencies to decide whether to switch or stay with the current product and integrate.

Q: WHEN DO THE CONTRACTS FOR AVENTRI (STOVA) AND WHOVA EXPIRE?

A: Our Aventri contract is under a one-year remaining contract that expires next March. Our Whova contract is currently only used for our annual County Leaders Conference in November and is purchased separately for each event. We are under contract for this November's conference.

Q: WHICH SOFTWARE REPLACEMENTS WOULD BE THE MOST IMPORTANT TO YOU?

A: The most important element to merge is our contact and distribution lists. It is too inefficient to use both MailChimp and Office Outlook to keep track of our members. We need to be able to seamlessly track the engagement of our marketing efforts of email campaigns. There could also be significant efficiencies gained by replacing our event management software. This relates to our engagement tracking and budgeting. Our learning management system is easy to use, but savings could be realized from better automation of tracking engagement and delivering certifications.

Q: HAVE ALL STAKEHOLDERS AND FUTURE USERS INPUT BEEN GATHERED, AND IS THIS REFLECTED IN THE SCOPE OF SERVICES?

A: The WSAC communication and operations team has provided the most input on the scope of services. The policy staff has provided input, which is reflected in the scope, but with a limited understanding of what an AMS could offer, they may come up with more ideas before, during, and after implementation.

Q: WILL THERE BE ANY ISSUES IF THE MAY 1ST DEADLINE FOR SELECTION IS NOT MET?

A: The selection deadline is not as important as the completion deadline. With our Fall conference in November, we have to fully shift focus to that event in September, so if a system is not in place prior to that, it will cause significant delays in the startup of the AMS system.

Q: HOW DOES THE 5,000 NUMBER OF CONTACTS BREAKDOWN BETWEEN INDIVIDUALS AND ORGANIZATIONS?

A: 5,000 is the approximate number of current contacts that is under WSAC, our affiliate, and our partner organizations. We would not expect all of them to have a full member profile. There may be 200 – 300 organizations that would be listed as it relates to these contacts. The list would grow as contacts leave and need to be moved to inactive, with any data retained for historic reference and public records requests.

We also have contacts for event sponsors and business partners, which is around 100 contacts. They would also require profiles so we can track engagement and payments with them.

Q: HOW MANY ANNUAL EVENTS (IN-PERSON AND VIRTUAL) WILL THERE BE, AND WHAT IS THE MAXIMUM THE NUMBER OF ATTENDEES?

A: We organize approximately 8 conferences and 4 board meetings annually. There is one large annual conference each year that we anticipate around 350 attendees, most other conferences are between 30 and 100, and our board meetings are between 30 and 60. There is only one board meeting that we may require registration for outside of the one that is in conjunction with our large annual conference.

We host weekly Zoom meetings for our membership that we send out invites for in bulk. Those virtual meetings have between 30 and 70 attendees.

Q: WHAT IS THE APPROXIMATE NUMBER OF EMAILS SENT OUT ANNUALLY?

A: From a marketing perspective: we send out weekly emails every Friday throughout the year. During the legislative session, we send out emails every other week throughout its duration. We have marketing emails for solicitation to our boards and commissions that occur as needed throughout the year, approximately 20. For our annual conference, we have about 40 emails that go out in promotion of that event. A safe approximation is around 150 – 200 marketing emails and newsletters every year.