



Request for Proposals: *HEALTH AND WELL-BEING COORDINATOR*

Issued: November 25, 2024

Proposal deadline: December 31, 2024

Summary: NASAA is seeking a part-time project manager to create and cultivate communities of practice for state arts agencies and regional arts organizations. The network will focus on the cross-sector intersections of the arts and health and well-being, with an emphasis on improving social connectedness and belonging. The consultant will serve as NASAA's Health and Well-being Coordinator.

Available funds: \$40,000-\$50,000

Time line: Proposals are due on December 30, 2024. Contractor selection will take place in January 2025. A 13-month contract will run from February 2025 through March 2026. Virtual services occur year-round; one in-person convening will take place in the first quarter of calendar year 2026.

Location: Flexible location (work remotely and/or in NASAA's Washington, D.C., office). Travel required for one in-person convening.

I. ABOUT NASAA AND STATE ARTS AGENCIES

The National Assembly of State Arts Agencies ([NASAA](#)) is the professional association that serves the nation's 56 state and jurisdictional arts agencies. We are a national, not-for-profit, nonpartisan organization that champions state support for the arts in America. NASAA's mission is to strengthen state arts agencies. We provide [advocacy representation, research and professional development services](#) that help state arts agencies serve the public. Our work is grounded in the knowledge that arts and creativity strengthen our nation and lie at the heart of prosperous, healthy and equitable communities where everyone can thrive.

[State arts agencies](#) (SAAs) comprise NASAA's membership and are our primary stakeholders. They increase public access to the arts and work to ensure that every community in America enjoys the cultural, civic, economic, educational and health benefits offered by the arts. Our members are government agencies, receiving most of their funding from state legislative appropriations as well as federal grants from the National Endowment for the Arts (NEA). Although NASAA is an independent 501(c)(3) organization, a majority of NASAA's budget likewise originates from government sources and our mission is focused on helping the public sector be highly responsive to community needs.

[Regional arts organizations](#) (RAOs) are 501(c)(3) nonprofit organizations that serve six distinct regions; together, they represent all states and jurisdictions in the United States. RAOs develop and lead both regional and national arts initiatives, encourage multistate collaborations, support the state arts agencies in their region, and leverage both public and private dollars to accelerate the arts and cultural policy. RAOs conduct a wide range of grant programs and service initiatives to enliven the arts in their respective regions and celebrate the cultural distinctiveness of different parts of the United States.

State and jurisdictional arts agencies and regional arts organizations play a crucial role in the U.S. arts ecosystem, supporting more than 25,000 independent artists, cultural organizations, schools, educators and civic organizations each year. In addition to providing grant funding, state arts agencies serve as vital conveners, technical assistance providers and information hubs.

II. BACKGROUND: ARTS, HEALTH, AND COMMUNITY WELL-BEING

The National Assembly of State Arts Agencies and the National Endowment for the Arts are cooperating on work to advance state arts agency and regional arts organization health and community well-being knowledge and practices.

The arts hold significant potential for enhancing health and quality of life across all life stages. Engaging with art has the potential to improve physical function. Arts experiences have been shown to reduce stress, anxiety and depression while simultaneously improving mood and self-esteem. These individual benefits also connect with broader community well-being. From a societal perspective, the arts can reduce isolation and loneliness and

promote preventive and equitable health solutions. By strengthening social connections and belonging, arts based interventions address community challenges, support collective healing and help build resilient, cohesive societies, especially during crises.

State arts agencies and regional arts organizations develop arts and health initiatives to leverage the arts' positive outcomes on health and well-being. They form strategic partnerships with government entities and health-related organizations to broaden accessibility, reduce health-related stigma, and extend benefits to all populations. These partnerships bridge the gap between arts and health fields, combining arts expertise with health care knowledge to drive more comprehensive health outcomes.

Some SAAs and RAOs will participate in a new pilot program of the NEA—the Arts, Health and Well-being pilot—that is supporting the integration of arts and culture into strategies that aim to strengthen belonging and social connection as a dimension of improved health and well-being of individuals and communities. As a key component of the pilot program, state and jurisdictional arts agencies could apply for funds to advance, deepen, and/or expand work at the state level in driving belonging and social connection, or to initiate new exploratory work or a demonstration project. NEA fiscal year 2025 funding is available to agencies in two tiers of amounts of up to \$25,000 to initiate new exploratory work or a demonstration project, or \$75,000 to advance/deepen/expand work at the state level that centers arts and culture in advancing belonging, social connection and community health. Supported project activities will begin in July 2025 and may include:

- building new or expanding existing programs at the intersection of arts, health and well-being, with a focus on social connection and belonging;
- activities that deepen connection between state and jurisdictional arts agencies and other sectors, such as public health;
- hosting state or regional conversations/convenings that initiate or strengthen cross-sector partnerships between arts and health sectors; and
- strategic planning, research, evaluation and learning activities, including field scans, needs assessments or learning communities.

For more information about this pilot program, please visit the NEA website at: [Arts, Health and Well-being Pilot Program - State Arts Agencies | National Endowment for the Arts](#).

III. SCOPE OF WORK

NASAA is issuing this RFP to secure a consultant to plan and implement work to create and cultivate communities of practice for SAAs and RAOs related to the cross-sector intersections of the arts and health and well-being, with an emphasis on improving social connectedness and belonging. Some of these SAAs and RAOs may be participating in the NEA's Arts, Health & Well-being Pilot Program. The consultant will serve as NASAA's Health and Well-being Coordinator.

Defined activities to take place within this scope of work include:

- Create a project workplan and establish learning cohort topics in collaboration with NEA and NASAA project managers or designees.
- Develop up to three learning cohorts of SAAs and RAOs engaging in programming that focuses on improving social connectedness and belonging. Cohorts could include managers of programs that perform one or more of the following functions: address social connection, belonging and mental health through place based, arts-driven strategies; demonstrate how artists can serve as health ambassadors and drive connection; support communities in building resilience and healing from trauma, disaster or addiction; support field building for advancing social connection and belonging through the arts.
- Cohorts will connect states and regions for ongoing engagement around programming through online meetings and other means of communication. (e.g., email listservs, Slack channels). These communities of practice will be peer driven and managed by the Health and Well-being Coordinator. The Health and Well-being Coordinator will engage each cohort so that they are able to connect virtually, in some configuration, at least three times during the period of performance and establish a mechanism for ongoing group communication. The coordinator will ensure and coordinate scheduling of all meetings as necessary.
 - Individual cohort meetings can be driven by participants based on ongoing discussions and agenda development. These meetings can be set anytime between March 2025 to February 2026 at irregular or established intervals based on field needs.
 - Learning cohorts will meet to share program strategies and practices. Agendas will be cocreated with input from cohort members, but they could include topical content based on specific challenges such as resource development, partnership management, communications, evaluation, etc. Content may be specific to cohorts, such as connecting with teaching artists, building social cohesion in rural communities, state arts therapy certification requirements, etc. Meetings may include presentations from experts, workshops and/or facilitated conversations. Ideally a learning plan would be created to allow for accumulated curricula leading toward shared knowledge during the in-person convening.
- Manage convenings including three national meetings, open to all SAAs and RAOs as well as cross-sector partners. These meetings will bring together each of the cohorts, along with their partners in state, local or private cross-sector health programming and policy. Two of these meetings will be conducted online, with input from each of the cohorts. The topics and agendas of the meetings will be shared for review and approval by NEA staff.

- The first meeting will take place as an open virtual meeting to help establish topics and issue areas, needs, and means of communication with SAAs and RAOs interested in participating in a cohort.
- The second meeting will serve to further share practices across cohorts and may be designed as a webinar, a facilitated peer discussion or another agreed-upon structure for virtual engagement.
- The third meeting will be conducted in person with a focus on learning across exemplary programs and connecting leadership at SAAs with leadership at cross-sector departments of state, local and federal government.
 - This will be an in-person symposium for participants and will result in published proceedings and dissemination of learning that is accessible online.
 - This meeting will require travel for up to 30 participants for 1.5 days of programming. Total meeting participants may be greater than 30, but costs will fit within the project convening budget.
 - The selected contractor will arrange the logistics and schedule for all of the online meetings and the in-person symposium including invitations, scheduling, contracts, event planning and tracking of necessary receipts and reimbursements. Contracts and financial tracking will be coordinated with NASAA's operations team.
 - A budget will be allocated outside of the funds available within this scope of work that will include additional logistical and event support for the in-person symposium.
- Coordinate with the NEA's Arts, Health and Well-being Pilot Program contractor to:
 - Schedule interviews with a NASAA staff representative and representatives of up to five state arts agencies that received Arts, Health and Well-being Pilot Program funding;
 - Arrange for the NEA's contractor to observe NASAA's three national meetings;
 - Recruit up to five state arts agency representatives to attend the NEA's in-person convening for demonstration project grantees at the NEA's office in Washington, D.C., between April 1 and April 4, 2025.
- Create a mechanism for capturing proceedings and notes for all shared learning functions which will culminate in a public report describing the challenges and lessons learned, potential solutions, and promising program models and practices shared during the learning cohort meetings. The report will be written by NASAA staff.

The consultant will report to NASAA's project leader. The consultant must be able to work independently, but onboarding and training support will be available to help the project manager get started.

Contract renewal for future years is a possibility, contingent upon performance and availability of future program funding.

IV. LOCATION

In-person travel to the 2026 convening site is a requirement. Otherwise, all routine committee and network meetings will be conducted via videoconference.

NASAA is a hybrid/remote workplace and we welcome proposals from consultants located anywhere in the United States. As an option, NASAA can provide access to office space and copier, phone and Internet service in our downtown Washington, D.C., office (Metro accessible).

Regardless of location, the consultant will be expected to use a NASAA email account for all business related to this project, to store files on NASAA's network and to keep materials electronically accessible to NASAA at all times.

V. TIME LINE

Proposal Deadline:	December 31, 2024
Consultant Selection:	January 2025
Orientation and Onboarding:	February 2025

This contract will run from February 2025 through March 2026.

Virtual Meeting #1:	March 2025
Virtual Meeting #2:	Fall 2026
Cohort Meetings:	March 2025 to February 2026
In-Person Meeting:	February or March 2026

Planning meetings and other network support meetings are regularly scheduled during Eastern time zone business hours. Occasional calls with NASAA members or speakers located in other time zones must be scheduled outside of Eastern business hours.

VI. CONSULTING FEES

This project runs on a fixed budget. Within that budget, \$40,000 to \$50,000 in consulting fees are available for the contract running from February 2025 through March 2026.

A separate budget is available for event related expenses: speaker fees, A/V, facilities rental, travel, materials, food and beverage, etc.

VII. CONSULTANT QUALIFICATIONS

NASAA welcomes proposals from consultants with the following qualifications:

- A track record of successful **facilitation of adult learning, project management and event management**
- **Subject-matter expertise** relevant to the scope of work. Experience working at the intersection of the arts and health, preferably with work experience relevant to community well-being, social cohesion and the arts. This experience may come from program administration, research, as a practitioner or other relevant perspectives. Specific knowledge and experience working with state arts agencies or regional arts agencies is desirable.
- Expertise in the design and delivery of **professional development programs for adults**. This includes an understanding of diverse cognitive styles, adult learning theory, experience design and related concepts.
- **Strong interpersonal and written communications**, to effectively convey complex information and develop diplomatic working relationships with multiple stakeholders

VIII. PROPOSAL SUBMISSION

Proposals must include:

- **A summary of consultant capabilities.** How does your knowledge and expertise align with this scope of work? In what ways do you meet the RFP qualifications specified above?
- **Descriptions of prior projects.** Please tell NASAA about activities/events you have managed in the past. Include a description of the roles you played in planning and managing those activities/events. Additionally, describe how you have successfully planned and implemented adult learning activities relevant to this scope of work.
- **A pricing proposal** that provides details on your consulting fees.
- **Bios or resumes of all individuals expected to work on this scope.** If multiple individuals are involved, indicate the function each individual would perform.
- **Links or attachments with up to two examples of relevant work products or written materials**

Your proposal should be sent to Ryan Stubbs at ryan.stubbs@nasaa-arts.org. Include "Health and Well-being Coordinator" in the email subject line. No hard-copy submissions will be accepted. Questions are welcome and should be directed to Ryan Stubbs before December 13, 2024. **The deadline to submit your proposal is December 31, 2024, at 11:59 p.m.**

After receiving proposals, NASAA may make additional requests for interviews, references or further work samples. A request for an interview or supplemental information shall not constitute acceptance of a proposal.

NASAA is dedicated to creating an organization that welcomes, respects and values people of all races, cultures, ages, gender identities, sexual orientations, religions, creeds, ancestries, national origins, disabilities and political affiliations. Members of underrepresented groups are encouraged to apply for this consulting opportunity.

IX. TERMS

NASAA will negotiate contract terms upon selection. NASAA's procurement standards are guided by 2 CFR 200: Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (Uniform Guidance), published by the U.S. Office of Management and Budget. The contractor selected may not be actively excluded from receiving federal funds, as determined by the System for Award Management. NASAA is not obligated to make an award following this RFP.