

**American Nurses Credentialing Center (ANCC)
Request for Proposal
(January 8, 2025)**

**Market Analysis for Microcredentials in Nursing
Request for Proposal (RFP)**

CONFIDENTIAL INFORMATION OF ANCC

**ANCC Point of Contact: Tracy Getselman
Assistant Director, Test Security and New Products**

NOTICES

Confidential Information/Copyright

This Request for Proposal (RFP) including, but not limited to the existence of such, the content herein and any communications by email, phone, in person, or otherwise related to such RFP is to be considered Confidential Information of the American Nurses Credentialing Center ("ANCC") and shall not be disclosed without ANCC's prior written consent. This RFP is a copyrighted material of ANCC and cannot be reproduced except only as necessary to generate a response and on a need to know basis only.

Own Expenses & Risk

You acknowledge that you are responding to this RFP at your own expense and risk, including but not limited to postage, materials, time, consultants, oral presentations, travel, and miscellaneous fees.

No Guarantee of Business or Outcome

You further acknowledge that ANCC, in its sole discretion, reserves the right to contract with one or more organizations or no organization. Your participation in this RFP does not guarantee any business or outcome in your favor. Every decision will be at ANCC's sole discretion.

Changes

ANCC, in its sole discretion, has the right to make changes to the RFP or even cancel it as it deems necessary.

Your signature below acknowledges that you agree to the information contained in the paragraphs above.

Signature of Organization Representative: _____

Date: _____

General RFP Instructions

1. Tracy Getselman is the ANCC Point of Contact (POC) to whom all communications should be sent.
2. All communications should occur *only* to the POC and *only* by email at the specified email address: tracy.getselman@ana.org
3. No phone calls or other forms of communication are allowed except by prior written request and approval of the ANCC Point of Contact.
4. Vendors must follow all format and time requirements specified herein. Failure to follow a format or to meet a deadline may result in disqualification.
5. ANCC, at its sole discretion, may: (1) accept or reject non-compliant responses; (2) accept or reject late responses; (3) discontinue this RFP and not award a contract; and/or (4) change the RFP process as outlined in this RFP, including any relevant timetables and assessment of the proposals.
6. Responses and signatures may be submitted electronically in Microsoft Word or PDF documents. Alternatively, you may request ANCC to allow you to sign electronically.
7. Questions can only be submitted in a Microsoft Table formatted as below.

Section Number	Paragraph Number	Precise Wording of the RFP in Question	Your Question Related to Wording

8. We will not reveal who asked what questions. All vendors will see all questions asked and the corresponding answer, but the source of the question will remain anonymous.
9. You must respond to all response requirements.
10. Please separate pricing and the contract template so that they are clearly identified.

TIMELINE

1. RFP issued: **January 8, 2025**
2. Questions due: **January 17, 2025** COB Eastern Time.
3. ANCC response to questions: On or about COB **January 24, 2025**.
4. RFP responses due to ANCC: **February 14, 2025** by COB Eastern Time.
5. Notices of acceptance/non-acceptance scheduled for the first week of **March 2025**.

We look forward to receiving your proposal and partnering with a vendor to conduct this research.

About Us

The American Nurses Enterprise, the parent corporation, is comprised of its wholly owned subsidiaries, the American Nurses Association (ANA), the American Nurses Credentialing Center (ANCC) and the American Nurses Foundation (ANF). Together, these entities are referred to as the American Nurses Enterprise (“Enterprise”). The Enterprise leverages the combined strength of each entity to drive excellence in practice and ensure nurses’ voice and vision are recognized by policy leaders, industry influencers and other stakeholders. From professional development and advocacy, to credentialing and grants, and to products and services, the Enterprise is the leading resource for nurses to arm themselves with the tools, information, and network to excel in practice. By assisting nurses to succeed - across all practices and specialties, and at each stage of their careers - the Enterprise is lighting the way for the entire profession. For more information visit <http://www.nursingworld.org/>.

About the American Nurses Association (ANA)

ANA is a non-profit entity duly incorporated under the laws of the District of Columbia, with its principal office in Silver Spring, MD. ANA is the premier organization representing the interest of the nation’s 4 million registered nurses (RNs). ANA advances the profession by fostering high standards of nursing practice, promoting a safe and ethical work environment, bolstering the health and wellness of nurses, and advocating on health care issues that affect nurses and the public. ANA is at the forefront of improving the quality of health care for all. For more information, visit <http://www.nursingworld.org/ana/>.

About the American Nurses Credentialing Center (ANCC)

The mission of the American Nurses Credentialing Center (ANCC) is to promote excellence globally in nursing and health care through credentialing programs. ANCC's internationally renowned credentialing programs certify nurses in specialty practice areas. ANCC also recognizes health care organizations that promote nursing excellence and quality patient outcomes while providing a safe, positive work environment. In addition, ANCC accredits health care organizations that provide and approve continuing nursing education. ANCC is the only nurse credentialing organization to successfully achieve ISO 9001:2008 certification in the design, development and delivery of global credentialing services. For more information, visit www.nursingworld.org/ancc/.

About the American Nurses Foundation (ANF)

The American Nurses Foundation (ANF) is the charitable and philanthropic subsidiary of ANA. ANF supports programs that transform the nation’s health through the power of nursing. For more information visit www.nursingworld.org/foundation/.

Overview and Scope of RFP Request

I. Overview

The American Nurses Credentialing Center (ANCC) seeks a vendor to conduct comprehensive market research on the growing trend of microcredentials in nursing and healthcare.

Microcredentials¹ are a form of recognition awarded to an individual who has demonstrated proficiency in a specific skill or knowledge area. Unlike traditional degrees or diplomas, microcredentials often involve a digital badge or certificate as proof of completion. Microcredentials assess knowledge and skills gained either through job experience or through brief, targeted courses or training programs. Eligibility requirements for these alternative credentials are typically very minimal.

ANCC aims to understand the current market landscape, trends, demand drivers, competitive positioning, and future opportunities for microcredentials in nursing and healthcare. The intent of this RFP is to have the companies or individuals under consideration specifically address the services requirements and provide a well-considered price proposal for those services. The full details of this RFP can be found on the subsequent pages.

II. Scope

The objective of this project is to gain actionable insights into the microcredential market that will guide our strategic planning and help identify potential areas for growth and investment. The selected vendor will be required to provide detailed research that covers the following key areas:

- Current trends in the market, including types and topics of existing credentials
- Demand drivers and barriers to adoption, for both businesses/employers and individuals seeking the credential
- Competitive landscape (key players, pricing strategies, value propositions)
- Forecasting of future market growth and opportunities, including international markets
- Key success factors for microcredential providers

¹ ICE Editor (2020). *Key Takeaways From the ICE Microcredentialing Pulse Survey*.
<https://www.credentialinginsights.org/Article/key-takeaways-from-the-ice-microcredentialing-pulse-survey-1>

III. Deliverables

The selected vendor is expected to provide the following deliverables:

- **Research Proposal:** A detailed plan of how the vendor will conduct the market research, including methodologies, target population(s), sample sizes, and key data sources.
- **Interim Report:** An update on the progress of the research, including initial findings and any challenges.
- **Final Report:** A comprehensive report summarizing all findings, insights, and recommendations. The report should be clearly structured, with visuals (charts, graphs) where necessary.
- **Executive Summary:** A concise version of the final report highlighting key findings and recommendations.
- **Oral Presentation:** A formal presentation of the findings to key stakeholders, with time for Q&A.
- **Raw Data Files:** Access to the raw data collected during the project, including any transcripts, survey results, and data sets.

IV. Response Requirements - Please address all response requirements below referencing the specific requirement relevant to the corresponding portion of your response.

- A. Company Information—Please answer the following about your company.
 - a) Provide a brief description of your organization and the range of services provided.
 - b) Please describe your company's key strengths, competitive advantages, and targeted areas of opportunity. What do you believe sets you apart from the competition, and allows you to generate superior performance and service levels?
 - c) Please describe your experience providing similar services to other organizations of an equivalent size.
 - d) Please provide the company's organization-wide security procedures and policies.
- B. Team Experience:
 - a) Provide the names, titles, background, and experience of staff who would be assigned to work directly or indirectly on these projects.
 - b) Please provide examples of similar projects executed by the proposed team, including references who we may contact about these projects.
- C. Conflict of Interest Disclosure:
 - a) Please disclose any real or potential conflict of interest your organization has in serving as our vendor/contractor. Disclose whether your organization has any business or personal relationship with any ANCC volunteer leader and/or staff member. If any such affiliations exist, how do you manage conflicts of interest?
- D. Business Plan:
 - a) Please include a detailed project plan with the proposal, including milestones, deadlines, and any dependencies.

E. Fee Proposal:

- a) Please provide a detailed budget breakdown for the proposed research. The budget should cover all associated costs, including personnel, materials, travel, technology, and any subcontracting. ANCC will offer a firm-fixed-price contract for this project.

V. Evaluation Process

Proposals will be evaluated based on the following criteria:

- **Experience and Expertise:** Proven experience conducting similar market research projects, particularly in education and/or healthcare, workforce development, or certification/credentialing programs.
- **Methodology:** Quality and rigor of the proposed research methodologies.
- **Understanding of the Market:** Demonstrated understanding of the microcredential market and its trends.
- **Timeline and Project Plan:** Ability to meet the proposed timeline and provide a clear, organized project plan.
- **Budget:** Cost-effectiveness of the proposal.
- **References:** Positive feedback from previous clients and relevant case studies.