

**American Association of Public Health Dentistry
(AAPHD)
Request for Proposal (RFP) for Strategic Planning Services**

Date Issued: May 15, 2025

Proposal Due Date: June 15, 2025

Contact Information:

David Peña, Jr.
Executive Director
American Association of Public Health Dentistry
136 Everett Road
Albany, NY 12205
Phone: (518) 694-5525

I. Introduction

The American Association of Public Health Dentistry (AAPHD) is seeking a qualified firm or consultant to assist with the development of a comprehensive strategic plan to guide our organization over the next three years. This plan will include a clear vision, mission, goals, strategies, and implementation tactics to ensure the organization's continued growth and success.

We invite proposals from experienced strategic planning consultants and firms to help us achieve our objectives and position ourselves for future success. The selected provider will work closely with our leadership team, staff, and other key stakeholders to gather input, analyze current trends, identify opportunities, and formulate actionable strategies.

II. About AAPHD

Mission

Founded in 1937, the American Association of Public Health Dentistry (AAPHD) provides a focus for meeting the challenge to improve oral health. AAPHD membership is open to all individuals concerned with improving the oral health of the public.

AAPHD accepts the challenge to improve total health for all citizens through the development and support of effective programs of oral health promotion and disease prevention.

AAPHD is the premier dental public health organization that promotes optimal and equitable oral health for all through education, research, practice, policy and advocacy.

Goals/Objectives:

Goal 1: Develop partnerships with members and stakeholders that have an interest in public health dentistry.

Objective 1-1: Convene symposia in collaboration with other stakeholders.

Objective 1-2: Develop 1-2 strategic and influential partnerships to advance the oral health of the public.

Goal 2: Translate evidence into policies and programs.

Objective 2-1: Through strategic partnerships, develop scientific resources to enhance the evidence-base, develop policy and promote dissemination of the science of public health dentistry.

Objective 2-2: Create a research agenda to promote the science of public health dentistry.

Goal 3: Develop talent & leadership in the field of public health dentistry.

Objective 3-1: Develop training and educational programs in public health dentistry.

Objective 3-2: Advocate for, and utilize, resources to promote dental public health education.

Objective 3-3: Disseminate the dental public health curriculum to dental hygiene, dental and residency programs.

AAPHD Membership & Stakeholders

Membership in AAPHD is open to all individuals concerned with improving the oral health of the public. There are several membership categories based upon affiliation in dental public health.

- Individual Membership Categories:
 - Dentist
 - Associate
 - Dental Resident or Student
 - Life
 - Institutional Membership
-

III. Project Objectives

The purpose of this strategic planning initiative is to develop a clear, actionable plan that will:

- Define the organization's mission, vision, and values.
 - Analyze internal and external environments (SWOT analysis).
 - Set strategic priorities and goals.
 - Develop strategies and tactics to achieve these goals.
 - Outline an implementation plan with timelines and responsibilities.
 - Provide mechanisms for monitoring progress and adjusting strategies as necessary.
-

IV. Scope of Work

The selected consultant/firm will be expected to:

1. **Phase 1: Discovery and Research**

- o Meet with key stakeholders (Board of Directors, leadership, staff, and other relevant parties).
- o Conduct interviews, surveys, or focus groups to understand organizational challenges, opportunities, and expectations.
- o Perform a thorough analysis of the current state of the organization and the competitive landscape.
- o Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats).

2. **Phase 2: Strategic Planning**

- o Facilitate a series of planning sessions with leadership and key stakeholders.
- o Define or refine the organization's vision, mission, and core values.
- o Develop specific, measurable, achievable, relevant, and time-bound (SMART) goals.
- o Create a set of strategies and action steps to achieve the defined goals.

3. **Phase 3: Implementation Plan and Final Report**

- o Develop an implementation roadmap with clear steps, timelines, and assigned responsibilities.
 - o Provide recommendations for performance tracking and ongoing evaluation.
 - o Deliver a comprehensive strategic planning document that outlines the finalized strategy, goals, and implementation plan.
-

V. Proposal Requirements

Proposals should address the following:

1. **Consultant/Firm Background**

- o Description of the firm/consultant, including relevant experience in strategic planning.
- o Case studies or examples of similar projects completed.
- o Relevant certifications or qualifications of the consultant team.

2. **Approach and Methodology**

- o A detailed description of the approach you will use to complete this project.
- o Tools, techniques, and processes you will employ to engage stakeholders, gather data, and analyze information.

3. **Project Timeline**

- o A proposed timeline for each phase of the project, including milestones and deliverables.
- o Estimated duration for the entire strategic planning process.

4. **Budget (\$12,500 Project Budget)**

- o A detailed breakdown of fees and costs associated with the project, including any additional expenses (travel, materials, etc.).
- o Payment terms and schedule.

5. **References**

- o At least two (2) references from organizations for which you have provided similar services.
- o Testimonials or feedback from previous clients, if available.

VI. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Demonstrated experience and qualifications of the consultant/firm.
- Approach and methodology for developing the strategic plan.
- Understanding of the organization's needs and challenges.
- Quality and clarity of the proposed timeline and deliverables.
- Cost-effectiveness and overall value.
- Client references and past performance.

VII. Submission Instructions

Please submit your proposal by June 15, 2025, to the following email address:

David.Pena@AAPHD.org

If you have any questions regarding this RFP, please contact David Peña, Jr. via email at David.Pena@AAPHD.org

We look forward to reviewing your proposal and exploring how we can work together on this important strategic planning initiative.

The American Association of Public Health Dentistry (AAPHD) reserves the right to reject any and all proposals or negotiate the terms of any proposal received.