



Request for Proposal / Executive Director Candidates

PROPOSAL CALL DATE: July 25, 2023
PROPOSAL CLOSE DATE: 12:00 AM CST August 31, 2023
PRIMARY CONTACT: svinexec@gmail.com
SUBMIT ELECTRONIC PROPOSAL TO: svinexec@gmail.com

Confidential

INTRODUCTION

The Society of Intervention and Vascular Neurology (SVIN) is accepting applications for executive director for to lead the management of the association. The **SVIN is looking for an Executive Director, association management company or management group** (here forth referred to as ED/ AMC) that is savvy in the latest technology and social media platforms to support and facilitate continued growth of an international society. **The annual salary for an Executive director will range between 120K to 175K per year, depending on candidate qualifications.** The ED or AMC is invited to submit a proposal for consideration. Please review our information provided below and submit prior to the listed close date.

Please include: 1) your CV

2) cover letter

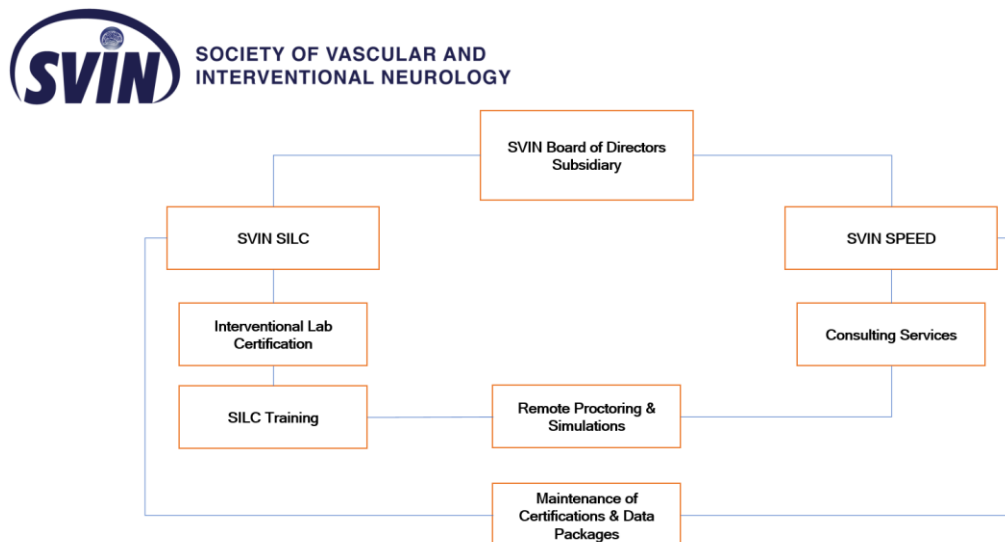
3) Salary expectation

Please contact the individual listed on the title page if you require additional information in developing your proposal. The SVIN leadership will review all proposals within three weeks of the close date and will make a final decision at that time. We look forward to reviewing your submission.

HISTORY OF ASSOCIATION

The SVIN is a not-for-profit professional association, established in 2006, with the purpose of achieving the highest level of care for patients through increased collaboration in scientific research and by educating young professionals and training young investigators. We are a volunteer led organization that utilizes strategic partners to provide financial, organizational and digital/media assistance.

The organization of the two arms within the society is illustrated in **appendix A**. The for-profit arm of the society will focus on certification and consultation services as outlined below.



SVIN MISSION

Advancing the fields of vascular and interventional neurosciences to improve outcomes of patients with stroke and cerebrovascular disorders via research, innovation and education.

SVIN VISION

Become the leading global society for vascular and interventional neurology.

- To operate and represent a society of persons interested in the innovative treatment of cerebrovascular and other neurological diseases.
- To foster cooperation among specialists and subspecialists who are involved in the interventional treatment of neurological disorders.
- To foster scientific research in the field of cerebrovascular diseases and neurointerventional procedures through internal and external collaboration with other groups.
- To raise awareness and disseminate knowledge about developments in cerebrovascular diseases and neurointerventional procedures by promoting, conducting, and supporting teaching activities for the public, physicians, and scientists interested in this field. Such activities include, but are not restricted to, developing public educational resources, arranging professional meetings for the presentation and discussion of papers and practical workshops dealing with such developments.
- To promote and improve the training of vascular and interventional neurology in teaching programs in collaboration with other organizations.
- To address practical issues faced by specialists and subspecialists who are involved in the interventional treatment of neurological disorders.

DESCRIPTION OF LEADERSHIP STRUCTURE

The leadership for the society consists of the Executive Committee (President, President-Elect, Immediate Past President, Treasurer and Secretary) and the nine Board of Directors. The Ex-Officio serve an advisory role to the Executive Committee and Board of Directors. [SVIN Bylaws](#)

STRATEGIC PLAN

Aligned with the mission of the society, the strategic plan for fiscal year 2023-2024 focuses on the five pillars summarized below. A summary of the 2023-2024 Strategic Plan can be found in **appendix B**. The strategic plan is facilitated through volunteer contributions from societal members and leadership, as well as industry grants, contracted third parties, multi-society collaborations and the SVIN ED/AMC. There are 18 committees, subcommittees and taskforces within SVIN; as well as an international footprint through Mission Thrombectomy 2020+ (MT 2020+), which includes 86 regional committees.

Five Pillars of the Strategic Plan – examples of SVIN initiatives include (but not limited to):

- **Education**
 - Virtual educational events – WebNIR tutorials, SVIN Break, Fellows Training Course
 - Certification modules - Advanced Stroke Emergency Support (ASES) - EMS, ASES - Emergency Department, Basic Stroke Emergency Support

- **Publish**
 - S:VIN journal
- **Engage and Grow**
 - Annual meeting
- **Advocate**
 - Mission Thrombectomy 2020+ (MT 2020+)
- **Research** – The society facilitates and supports high-quality and important collaborative research in the field for the benefit of patient outcomes, patient experiences, and population health. Initiatives and research supported by the society:
 - SVIN Registry
 - Pilot Research Grant
 - Social media surveys

SVIN Strategic Plan | 2023-2024



MISSION STATEMENT

Advancing the fields of vascular and interventional neurosciences to improve outcomes of patients with stroke and cerebrovascular disorders via research, innovation, and education.

EDUCATE

Enhance the knowledge and skills of vascular and interventional neurologists and respective trainees, while building the public's knowledge of neurointerventional treatments, outcomes, and cerebrovascular disease

INVESTIGATE the feasibility of establishing additional opportunities via proctoring and training programs.

INCREASE engagement in social media through consistent digital outreach.

IMPROVE access to SVIN education initiatives in order to drive participation and thought leadership in the Society.

SUPPORT and/or collaborate on public health educational campaign initiatives.

PUBLISH

Ensure the success of the collaborative Journal and other high-quality publications that elevates research and thought leadership in the field

DRIVE high-quality Journal contributions from members and leaders in the field.

GROW engagement and participation with the next generation members in all of SVIN's publications.

ENGAGE AND GROW

Foster meaningful member experiences and engagement while growing diversity and increased participation in the relevant fields

LEVERAGE the annual meeting to further engage members while enhancing and increasing the number of live and virtual events that will foster meaningful member experiences.

FOSTER the next generation of clinicians and researchers through targeted outreach, mentoring, grants, and training.

INCREASE participation in existing programs and benefits while also developing dedicated programs to all target segments.

ADVOCATE

Demonstrate and assert the value of SVIN initiatives to policy makers and other key stakeholders

LEVERAGE participation in the MT2020+ initiative to advance SVIN's agenda globally.

DEVELOP new and enhance existing strategic relationships with other societies and stakeholders.

EVALUATE resources dedicated to SVIN's advocacy initiatives and ensure they are appropriate to drive the Society's agenda and its ongoing outreach.

RESEARCH

Facilitate and support high-quality and important collaborative research in the field for the benefit of patient outcomes, patient experience, and population health

CONTINUE to nurture and develop the SVIN registry while also increasing adoption and submission of data via all membership affiliated sites.

INCREASE the number of participating sites in the SVIN registry beyond membership affiliated sites.

INVESTIGATE the feasibility and promote adding additional modules to the SVIN registry.

INCREASE grant funding opportunities to advance research in the field.

DESCRIPTION OF S:VIN PUBLICATIONS

The official journal for the society, Stroke: Vascular and Interventional Neurology (S:VIN), is a multi-society collaboration between the SVIN and the AHA/ASA. The inaugural issue of the journal was November 2, 2021. The management support for the editor and journal is provided through the AHA/ASA.

DESCRIPTION OF ANNUAL MEETINGS

The Society of Vascular and Interventional Neurology hosted the first **Hybrid Annual Meeting** November 17-20, 2021, virtually and on-site in Phoenix, AZ. This marked the 14th annual meeting for the society. The annual meeting attendance has grown each year, with greater than 550 in attendance at the last in-person meeting in 2019 and 675 attendees at the first virtual annual meeting in 2020. The 2022 annual meeting was in Los Angeles with 1006 attendees (400 virtual, 600 to 700 in-person).

The SVIN ED/AMC shall assist in annual meeting marketing and promotion, speaker management, confirmations, presentation coordination, budget preparation, securing grant funding, future annual meeting site selection, travel/hotel arrangements and contract negotiations; as well as on-site oversight of the meeting operations, registration, events sponsored by the society and third parties contracted to facilitate SVIN sponsored meetings.

MISSION THROMBECTOMY 2020+

Mission Thrombectomy 2020+ (MT 2020+) is a global coalition initiated by SVIN that aims to accelerate worldwide access to rapid emergency mechanical thrombectomy (MT) for stroke due to large vessel occlusion. In collaboration with our partners, we develop and implement high impact public health interventions that have the potential to double the annual rate of MT every two years worldwide.

The MT 2020+ initiative will have an independent managing director and project management group. The SVIN group shall provide an executive assistant (0.8 to 1 FTE) to assist the independent managing director for MT 2020+. The organization of MT 2020+ is illustrated in **appendix C**.

RELATIONSHIP TO OTHER RELATED ORGANIZATIONS

The SVIN was created to achieve the highest level of care for patients through increased collaboration in scientific research and by educating young professionals and training young investigators. The Society also aims to provide opportunities to connect leaders in the field and provide a common ground for dialogue and creation of practice and safety standards. Thus, to accomplish these endeavors the society has worked closely with other society and groups that share a common mission and vision. These societies include, but are not limited to:

- American Heart Association/American Stroke Association (ASA)
- European Stroke Organization (ESO)
- World Federation of Interventional Therapeutic Neuroradiology (WFITN)
- Neurocritical Care Society (NCC)
- Society of NeuroInterventional Surgery (SNIS)
- American Academy of Neurology (AAN)
- American Academy of Neurological Surgeons (AANS)
- World Stroke Organization (WSO)
- The Neurohospitalist Society
- Brain Attack Coalition (BAC)

TYPES OF MEMBERS

The SVIN membership is comprised of medical professionals and industry members with interests in the fields of Neuroendovascular Surgery and Vascular Neurology. Currently, there are approximately 600 members worldwide. Most of the individual members are physicians and young professionals in training (residents, fellows, and students). The membership also includes a significant number of nurses, research investigators, advanced practice providers and individuals representing industry with shared interests in the field.

SCOPE OF SERVICES

The SVIN is looking for an Executive Director, Association management company or management group that is savvy in the latest technology and social media platforms to support and facilitate continued growth of an international society. The ED/AMC shall provide the scope of services as detailed below. In addition, the ED/AMC shall work with our multiple sub-contractors and consultants; as well as support our committees, sub committees and leadership (as outlined below) on societal endorsed initiatives. If an executive director is selected, we expect they will work with board to identify what additional resources are required to support the scope of work outlined below.

Requirements – The SVIN ED/AMC will be defined as follows and shall include support of the following activities:

Essential Responsibilities of the Executive Director

Executive / management support

- **Manage the overall operations of the associations**
- Assist in compiling and producing annual business report.
- Handle annual election notification and associated processes.
- Issue meeting notifications for Board, Executive Committee, Committee and Sub-Committee meetings (includes centralized calendar scheduling and notification).
- Record and transcribe meeting minutes for Board, Committee and Sub-Committee meetings and distribute in a timely basis (preferably within 5 business days).

Board/Committee Meetings

- **Frequency:**
 - Monthly Executive Committee Meetings via conference call on the day as outlined by the SVIN leadership (11 months per year).
 - Monthly virtual Board of Directors meetings via conference call on the day as outlined by the SVIN leadership (11 months per year).
 - In Person: In-person meeting at the SVIN Annual Meeting. Historically, this has been held following the SVIN Annual Meeting Welcome Reception (1 per year).
 - Monthly virtual Committee and Subcommittee meetings.
 - Strategic and task force meetings: ad hoc
- Virtual assistance for all conference calls

- Responsibility of taking minutes and disseminating minutes following the meeting
- Assist in agenda preparation and distribution
- Assist in preparing any and all meeting presentations
- Oversee and run virtual platform for the meetings
- Coordination of meeting notification

Additional resources to be provided and/or managed by the executive director.

Digital Assistance

- Web and other media support
 - Ensure timely update and maintenance of member content (preferably at least once a month).
 - Maintain current information (i.e. educational offerings, award winners, Board members, etc.)
 - Build micro sites in support of offerings
 - Review and recommend modifications, redesign, etc. as appropriate
 - SVIN web content
 - SVIN newsletter and upcoming events eblasts
 - Social media (e.g. Linked-in, Facebook, Twitter)
 - Other media (e.g. press releases)
 - Actively participate in scheduled communications meetings
 - Archive information as documented
- Provide/Integrate Registration System with SVIN website
 - Add new events as needed with payment options
 - Remove events when past due
 - Update event details as needed
 - Provide reporting capability on a number of registrations
 - Update officer, board of director members information page
 - Update new awardees every year (SVIN awards, SVIN pilot grant)
- Provide recommendations on new formats or tools to be considered
 - Be aware of current trends in the industry
 - Advise Marketing, Board, etc.

Financial Management

- Frequency of reports – Published monthly to all Board members and Treasurer by the 5th of the following month.
- Income and expense responsibility – Prepare financial statements and provide to Treasurer monthly.
- Budget preparation – Assist in providing historical expense and revenue data and working with volunteer leaders to develop a balance budget.
- Investments – Liaison to financial/investment broker at the direction of the Board.
- Assisting society volunteers in securing industry or foundation sponsored funding for annual meeting and SVIN initiatives. These responsibilities may include facilitating meetings, grant writing, grant submission and management.
- Credit card processing

- Annually:
 - Contract maintenance and storage (active and inactive, notification of contract expiration and renewal, workflow / process assistance)
 - Tax preparation
 - Corporate registration (registered agent)
 - Next year's budget creation
 - Arrange for external auditing services and prepare documentation for audit.

Membership Council Support Services

- Develop and execute membership growth initiatives.
- Enhance and produce prospect and new member materials.
- Maintain member database, adding and modifying records as needed.
- Export database monthly to update the membership directory in the secured portion of the website. Alternatively, link the database directly to the membership directory.
- Monthly, export and update the used to send email announcements.
- Manage the renewal cycle, send follow-up notices and recommend retention activities to the Membership Committee.
- Set-up and issue online meeting invitations in support of membership groups.
- Any other activities designed to increase and retain membership.

Conference Planning Support Services

- Full event planning, registration, and e-commerce services extending along a coordinated project planning timeline.
- Future annual meeting site selection, travel/hotel arrangements and contract negotiations; as well as on-site oversight of the meeting operations, registration, events sponsored by the society and third parties contracted to facilitate SVIN sponsored meetings.
- Provide onsite registration, coordination and other support at annual meeting, virtual events and/or other categories as specified.
- Budget annual meeting prospectus preparation as well as assisting securing industry and grant funding.
- Annual meeting marketing and promotion, including electronic and written programs.
- Latest technology and social media platforms to facilitate meeting agenda and audience engagement.
- Assist volunteer leaders in speaker identification.
- Speaker management and coordination – Working with committee, coordinate calls and responses with proper confirmation and follow-up coordination.
- Poster and presentation coordination – Site coordination including but not limited to: speaker reader room, venue seating, podium set-up, audio-visual needs, electronic and physical means of display for posters.
- Organize SVIN meeting gala, usually on the last evening of the annual meeting

Publication Support Services

- Publish newsletter, quarterly to biannually, per the direction of the SVIN Leadership.
 - Solicit and edit articles from identified authors. Using blog tool, add bylines and pictures; correct formatting. Update calendar of events, photo albums, and settings.

Marketing and Promotion

- Develop a web-based template that can be used to promote all programs and events.
- Develop content and publish event marketing pieces via email on a planned basis for each event.
- Develop and publish membership marketing materials.
- Use the database to aggressively market prospects.

Board Support Services

- Manage the call for nominations, submission of candidate statements, and publishing statements to the website and to the membership.
- All aspects of annual Board member orientation.
- Provide administrative and monitoring support to listserv.

Awards

- Provide support to the awards committee as requested.
- Order plaques, trophies, certificates annually.

Administrative Support

- Other administrative support as may be determined from time to time.

Services not specifically listed in the contract for each group of work, but within the typical requirements of Association Management, may be required from time to time.

Provide Physical Presence

- Serve as the SVIN physical address for receiving mail
- Physical storage adequate to store for SVIN material and ongoing Inventory.
- Meeting space – not required
- Change in business location requires a minimum of 3 months' notice.

Office Support Services

- ED/AMC will utilize and coordinate with the SVIN volunteer base and will not substitute or utilize paid services where volunteers are already available.
- Maintain and review SVIN associated emails.
- Maintain and review SVIN associated faxes.
- Telephone answering and messaging services:
 - Manage phones from 8 AM to 5 PM Eastern or Central Time with off-hours voicemail.
 - Facilitate responses to all inquiries in a systematic and documented manner within 24 working hours, including referrals to appropriate SVIN volunteers with follow-up within 72 business hours.
- Storage of soft and hardcopy web, newsletter and other communications.
 - Maintained multiple times per month
 - Keeping historical archives
 - Reviewing to meet SVIN standards

CONTACT

Questions? Contact:

Email: svinexec@gmail.com

QUALIFICATIONS

- 5-10 years of experience in non-profit management/leadership and management roles (CEO, COO, or Chief of Staff).
Proven track record of working successfully with association or other mission-driven organizations.
- Proven track record working with similar organizations (non-profit, large professional association, volunteer driven)
- Passion for leading and developing strategic goals including growing revenue and organizational value.
- Business-mindset, including financial management, budget preparation and implementation, as well as forecasting.
- Relationship building skills to cultivate and maintain engagement with members and volunteers.
- Effective presentation and public speaking skills.
- Proficiency with common software applications and the use of technology.
- Bachelor's degree is required.
- Experience in the working with related association or healthcare associations welcome
- Delivering results in the areas of research and analysis of membership trends, desires and approaches for engaging target audiences

APPLICATION

Application

Your application must include a cover letter, resume, and salary requirements. In the cover letter, please provide brief details stating how you meet the qualifications listed and how you can positively contribute to SVIN now and into the future. The position will remain open until filled.

If submitting a proposal, please address the following:

- Requirements and Approach
 - Project overview, stating how they will meet SVIN's goals and objectives.
 - Explanation of methods, design, technique, and technology for:
 - Understanding current personas and delivery of services to those personas
 - Delivery of required services
 - Timely and understandable metrics for ongoing quality assurance
 - Strict confidentiality of all proprietary information
 - Implementation strategy – the “Organizational Support” project – with milestones, phases, timeline and deliverables.
 - Work samples, which may include narrative of previous projects and testimonials from clients.
 - Recommendations of strategic or tactical actions SVIN should consider.

- Pricing Model
 - An important criterion will be the cost for the outlined work as well as the pricing model for any potential further work that SVIN may require. Specifically, we are looking for detailed information on the following items:
 - Price/cost for delivering the services listed in this RFP.
 - Time and materials and/or fixed bid model
 - Single resource price or multi-tiered pricing
 - Total cost with itemization of activities
 - Cost of any associated tools or third party services.
 - Pricing model for any add-on work requested by SVIN over the course of this agreement.
- Organization
 - If an organization is applying, we would like to know about the history of the management service, the profiles of the resources and/or tools to be used and any other relevant information that would give SVIN a feel for your management service's ability to deliver on this RFP.

Rules of Submittal

All responses must be sent to the contact listed in electronic format by 12:00 AM CST August 31, 2023. If any items are not available in electronic format, or better delivered in another format, they need to be referenced in the electronic response delivered to the address listed on the title page.

- Confidential information
 - All information contained in this RFP and any related communications from us is strictly confidential and not for further disclosure or public distribution by the vendors.
 - All material received from the vendors will be considered not confidential, unless clearly marked and/or documented in writing.
- All responses should identify the main contact for the vendor as well as any supporting resources that we may reach out to throughout the evaluation period. For each resource listed, the following information is required:
 - Name
 - Email address and phone number
 - Role on the project
- References
 - We request 2-4 references.
 - As an important part of the process, we will be checking vendor references.
 - Reference preference is from companies or organizations that more closely match SVIN's size and organizational structure.
 - Please list in your response the company name, contact, contact information, length of time of association and any "unique" factors.
- Sample Agreements
 - Include sample agreements for all items proposed in your vendor response for our review.
 - Identify any variable and/or not applicable clauses as a part of the RFP response.

TIMING AND NOTIFICATION OF AWARD

- Initial screening by Search Committee shall be completed September 1st, 2023.
- Interview dates will be conducted the week of September 18th, 2023.
- Selection notification shall be on or before Thursday, September 28, 2023.
- Transition start date November 1, 2023 (Executive director only).
- Formal start date December 15, 2023.

- Notification of Award
 - All vendors will be contacted via email to the individual identified as the primary contact in their proposal, including if they are to participate in the evaluation phase by the date listed above.

- Disclaimers
 - We retain the right, at our discretion, to adjust selection criteria and content of this RFP as required over the course of this selection process. These changes may include the change of timing for certain project activities.
 - Any changes will be documented and communicated to all participating vendors in a timely manner.
 - We reserve the right to pick a final vendor based on over-all best fit to our goals and objectives and value and not on any one criterion alone.
 - No contract shall be considered to have been entered into until a written agreement has been executed by authorized representatives of our company and the selected vendor.