



**Moses Taylor Foundation and
Pennsylvania Association of School Nurses and Practitioners**

REQUEST FOR SERVICES: School Nurse State Advocacy Consultant

Moses Taylor Foundation and the Pennsylvania Association of School Nurses and Practitioners are seeking the assistance of a consultant to design a multi-year school nurse state advocacy strategy.

RFS Release Date: December 4, 2024

Full Application Due: January 15, 2025

Response Format: Electronic submission to cmarcos@mosestaylorfoundation.org

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I. Background

Moses Taylor Foundation

Created in 2012 with proceeds from the sale of Moses Taylor Health Care System, the mission of Moses Taylor Foundation is to improve the health of people in Northeastern Pennsylvania. Since that time, the Foundation has invested more than \$34 million in nonprofits throughout an 11-county region. Currently, the Foundation has four primary focus areas, including: Health Care Access and Quality, School-Based Health, Older Adult Health, and Nonprofit Effectiveness.

Within the School-Based Health focus area, the Foundation seeks to improve the health of children through support for school nurses. School nurses are on the front lines of children's health, yet their role is often misunderstood and under-resourced. In 2019-2020, the Foundation commissioned the National Association of School Nurses (NASN) to conduct the NEPA School Nurse Needs Assessment (available at www.mosestaylorfoundation.org). One of the significant gaps identified by this assessment was that many state-level laws and policies related to school health are extremely out-of-date and are hindering school nurses' ability to meet the needs of students. Although the Pennsylvania Association of School Nurses and Practitioners (PASNAP) employs a lobbying consultant, the organization's ability to plan and implement complementary advocacy efforts is limited by their lack of staff. This RFS was crafted to begin the process of addressing that gap through the creation of a strategy. After the strategy is completed, it is expected that PASNAP and the Foundation will engage a consultant to implement the strategy through a separate contract.

Pennsylvania Association of School Nurses and Practitioners

The mission of PASNAP is to provide the structure and leadership necessary to promote unity among all certified school nurses and practitioners; and to advance the professional practice of school health through continuing education, improving political awareness, and promotion of school nursing to optimize student health and learning.

Through the core values of ethics, excellence, diversity and inclusion, innovation, student well-being, integrity, and leadership and scholarship, PASNAP is a leader in advocacy for school health, ensuring that students are healthy, safe, and ready to learn. PASNAP is an affiliate of the National Association of School Nurses.

II. Scope of Work

The work of the school nurse state advocacy consultant is expected to include the following:

- Mastering an understanding of the role of the modern school nurse, its importance, and the challenges faced by school nurses in their efforts to improve the health of children and families.
- Utilizing existing research, the expertise of PASNAP, knowledge of state government, and any other relevant information to identify the best opportunities to use advocacy to overcome existing school nurse challenges.
- Partnering with PASNAP, the Foundation, and other key entities to design a multi-year advocacy strategy to increase support for school nurses in Pennsylvania. The strategy may include grassroots efforts, communications/media, development and distribution of educational materials, and more. Activities may not include lobbying.

- Mapping the network of potential partners and highlighting opportunities for shared efforts to increase impact. Examples of potential partners may include advocacy organizations, state or other associations, additional funders, etc.

The deliverable for this project consists of:

- A final strategy document outlining specific opportunities to utilize advocacy at the state level to enhance the efforts of school nurses, and detailed recommendations for how best to take advantage of those opportunities. Although the focus of this work will be on state-level advocacy, if key regional or local opportunities are identified during the course of the engagement, these may be included in the final strategy.

In alignment with the above responsibilities, the desired skills, qualities, and attributes of the advocacy consultant will include:

- Proficiency with state and federal laws related to lobbying for private foundations
- Extensive experience in the field of policy advocacy is a must, experience at the Pennsylvania state level preferred
- Knowledge of the issue of school health and/or primary and secondary education preferred
- A creative and collaborative approach
- Flexibility to adapt to shifting circumstances
- Strong written and oral communication skills
- Ability to build and foster relationships with diverse constituencies

III. Timeline and Budget

This work is expected to take between 6-12 months and we expect the total budget will be in the range of \$35,000 - \$60,000. However, we encourage applicants to submit a budget and timeline reflective of their anticipated cost and schedule to complete the work, even if those amounts fall outside of the provided range. We are open to revising the budget and timeline based on the proposals received.

Timeline

Key Activity	Estimated Date
RFS Released	December 4, 2024
RFS Proposals Due	January 15, 2025
Foundation/PASNAP Review, Including Finalist Interviews	January 16 – February 7, 2025
Applicant Chosen	By February 14, 2025
Contract Start	March 3, 2025

IV. Requested Proposal Information

To submit a proposal, please provide the following information according to whether you are applying as an independent contractor (individual) or organization:

Individuals:

- A detailed work plan outlining the approach and methodology
- Relevant experience and qualifications
- A timeline with key milestones
- A budget with a breakdown of costs
- Two reference contacts with whom you have worked on similar projects
- To assist in Moses Taylor Foundation's evaluation of the effectiveness of our commitment to diversity, equity, and inclusion, we invite applicants to let us know if any of the following categories apply: minority-owned business (Black, Latino, American Indian, Asian American, and/or people of color; people with disabilities; and/or LGBTQIA+), women-owned business, veteran-owned business, small business, and/or not-for-profit agency. This is not mandatory.

Organizations:

- A detailed work plan outlining the approach and methodology
- An overview of your organization, its history, values, primary activities, priorities, and recent accomplishments
- Relevant experience and capacity, including names, titles, and brief biographies for all project team members
- A timeline with key milestones
- A budget with a breakdown of costs
- Two reference contacts with whom you have worked on similar projects
- To assist in Moses Taylor Foundation's evaluation of the effectiveness of our commitment to diversity, equity, and inclusion, we invite applicants to let us know if any of the following categories apply: minority-owned business (Black, Latino, American Indian, Asian American, and/or people of color; people with disabilities; and/or LGBTQIA+), women-owned business, veteran-owned business, small business, and/or not-for-profit agency. This is not mandatory.

V. Assumptions

Moses Taylor Foundation and PASNAP are not liable for costs incurred by any firm or individual associated with the preparation of a response to this RFS.

VI. Proposal Review & Evaluation

Proposals will be reviewed based on the requirements of this RFS. Finalists may be invited to participate in an interview with Foundation and PASNAP representatives prior to a final decision.