



REQUEST FOR PROPOSAL

OVERVIEW

The purpose of this Request for Proposal (RFP) is to solicit proposals for a candidate to succeed the current Managing Editor of ASOA's bi-monthly, award-winning magazine, *Administrative Eyecare (AE)*. The successful candidate will operate as a 1099 independent contractor.

INTRODUCTION

➤ American Society of Ophthalmic Administrators (ASOA) Background

- The mission of the [American Society of Ophthalmic Administrators \(ASOA\)](#) is to empower ophthalmic leaders to elevate the business of ophthalmology through education, innovation, support, and collaboration. Founded in 1986 by administrators for administrators, ASOA is the premier organization for the business side of the ophthalmic practice. Serving practice administrators, managers, physicians, and practice management staff, ASOA offers avenues for personal and professional growth and provides support, tools, and resources for the daily challenges of managing a practice.
- ASOA is a 501(c)(6) organization and has a current membership of approximately 1,800 individual members, a dedicated staff of 4, and an annual budget of approximately \$1.9 million.
- ASOA is a division of the [American Society of Cataract and Refractive Surgery \(ASCRS\)](#), an international educational society with more than 6,000 members worldwide. Its mission is to empower anterior segment surgeons to improve the vision, outcomes, and quality of life of their patients through innovative approaches to education, advocacy, and philanthropy.
- As a division of ASCRS, ASOA utilizes shared resources with respect to marketing and communications, meetings, accounting, and data processing.

SCOPE OF WORK

Oversee content acquisition for, and quality of, *AE* magazine, ASOA's publication focused on the business of ophthalmology. Oversight involves managing editorial tasks related to selecting and producing relevant editorial content for this top member benefit and award-winning bimonthly (6 issues annually) publication, which features both business and personal development content.

Managerial scope of work assumes working with the *AE* Editorial Advisory Board; contributing editors and individual authors; and ASOA, ASCRS, and third-party vendor staff to acquire, generate, shape, and execute content.

Editorial scope of work assumes an average issue page count of 64, with approximately 28% pages of paid and in-house advertising content (~18 pages), with up to 42 pages of editorial content. Page count can vary depending on secured ads and other special industry- and association-related content; word count varies between approximately 20,000 and 26,000 words per issue. Estimated time spent per issue is 80–125 hours depending on the above factors.

Managerial and editorial tasks include the following:

1. Collaborate with ASOA Editorial Advisory Board, contributing editors, and ASOA staff to manage and document editorial calendar process, identify feature writers and columnists, and solicit articles as needed, to include
 - a. Preparation of agendas for and minutes of Advisory Board meetings
 - b. Facilitation of meetings and assistance with identifying contenders for the AE Editors Choice Awards
 - c. Procurement of writing commitments
 - d. Coaching of writers as needed
 - e. Outreach to Executive Director, ASOA President, contributing editors, and others to acquire and/or generate and then produce content for the following columns: On Deck, Focus on a Practice, Asked and Answered, ASOA News, Gamechanger, #Real_People_Doing_Good
2. Engage writers/identify content/set deadlines for features, columns, and departments. Flex as needed given reader needs and industry trends.
3. Edit articles and ensure edited articles are reviewed by authors prior to final proofing. (This can involve several review rounds.)
4. Prepare and convey articles to designer (3rd party), coordinating uploads and schedules with production staff.
5. Monitor, review, update writers' guidelines as needed; coordinate posting of updates to ASOA website.
6. Collect copyright release forms as appropriate/forward to ASOA staff at year end.
7. Meet with ASOA executive director as needed to discuss, plan, and approve editorial content and to set production schedules and timelines, including disseminating schedule information to authors, and contributing content to media kit.
8. Review 2–3 sets of page proofs per issue.
9. Attend ASOA Annual Meeting sessions as ASOA guest (meeting and travel expenses covered) to research possible article topics, cover selected sessions, meet with AE contributors, solicit article topics, and procure authors, and facilitate AE Editorial Advisory Board meeting.
10. Write up annual meeting coverage for July/Aug ASOA News section.

QUALIFICATIONS

Excellent communication, collaboration, organizational, writing, and editing/proofreading and skills.

Experienced and skilled management of content-creation projects with multiple moving parts and success in bringing them to completion on deadline. Comfortable with:

- facilitating subject matter expert editorial planning meetings
- using association listserv to source content contributors where and when needed
- coaching writers through content creation as needed
- communicating and collaborating with multiple contributors (member and freelance authors, association staff, service provider staff, etc.)
- collaborating with executive director overseeing rotation of service terms on Editorial Advisory Board, including assistance with facilitating annual Board chair transition
- reviewing/approving article ideas
- consulting subject matter experts when needed to assess/evaluate appropriateness of content for publication
- using word processing and spreadsheet software to manage digital editing process, tracking, and scheduling
- explaining editing choices/decisions where appropriate and necessary
- applying AP style guide to content, APA style (or AMA style where appropriate) to citations/references
- uploading content to file sharing/content management systems
- using digital platforms to review/edit/approve editorial products

PROPOSED TIMELINE

Anticipate selection of candidate no later than October 15, 2023, with start in early November to work with outgoing Managing Editor until her end date of December 31, 2023.

RFP REQUIREMENTS

RFP responses should address the following criteria:

- General Information
 - Candidate's name/address/phone/email
 - Website address, if applicable
- Experience
 - Current résumé/CV demonstrating relevant experience including any experience with association and/or healthcare industry groups.
 - A portfolio of work samples including samples in a healthcare, business, or related social science field.
 - Editing samples showing use of track changes and other editing tools.
- Fees
 - Include proposed fees and payment schedule based on the above-described scope of work.
- References
 - Include a minimum of three (3) references with contact names, email addresses, and telephone numbers from organizations that have used your services.

Proposals and questions

Proposals are due by Friday, September 15, 2023. Proposals and questions should be emailed (no phone calls please) to:

Laureen Rowland, CAE
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ASOA

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www.asoa.org