

Request for Proposal (RFP)

Education Coordinator Contract

Issued by: Minnesota Association of Assessing Officers (MAAO)

Date Issued: February 27, 2026

Proposal Submission Deadline: March 9, 2026

Contact Person: Alex Guggenberger, Strategic Planning Committee Chair

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1. Introduction

MAAO is seeking proposals from qualified people or entities to serve as Education Coordinator for the remainder of fiscal year 2026 which ends October 31, 2026. It is anticipated that MAAO will issue additional RFPs on an annual or semi-annual basis for the same services to ensure the organization is being facially responsible while still meeting the needs of our membership.

2. Background

MAAO is a professional organization dedicated to promoting excellence in property appraisal and assessment administration across the State of Minnesota. Established in 1949, MAAO has long served as a central resource for assessors, offering education, advocacy, and professional development.

MAAO is proud to support assessors across Minnesota by offering:

- Comprehensive educational opportunities
- Online resources and the Equal Eyes publication
- Legislative monitoring and advocacy
- Networking and leadership development
- Mentorship programs and scholarships
- Member discounts and more

3. Services to be Provided Include:

General Course Management, including courses/general sessions offered at Summer and Fall Conference:

- Managing course materials, exams, and supporting documents. Services include the following but are not limited to:
 - Continuing Education Credit and/or PACE Credit documentation

- review/submittal to Minnesota State Board of Assessors or Minnesota Department of Revenue (MN DOR)
- Maintain document libraries & files associated with MAAO Courses
 - Maintain course webpage, communications, online registrations, waitlist, and feedback surveys
 - Processing post-course attendance data, certificates, and completion records
 - Coordinating instructors, registrants, and/or any vendors. Services include the following but are not limited to:
 - Responding to course related inquiries via phone and email
 - Troubleshooting online course registration/account issues
 - Assisting the Finance Officer, Treasurer with billing/payment related matters/issues
 - Providing on-call support services the day courses take place
 - Coordinating Venues & Service Providers. Services include the following but are not limited to:
 - Negotiating, managing, and executing contracts
 - Managing relationships with hotels or other venues as well as any 3rd party service provided for technology or food services pertaining to scheduled courses.
 - Assisting the Finance Officer, Treasurer with billing/payment related matters/issues
 - Annual Course Scheduling/Budget & Revenue projections. Services include the following but are not limited to:
 - Prepare and present proposed yearly course schedules to the Executive Board for review and approval.
 - Solicit feedback by way of survey from the general membership regarding which courses they'd like to see in future years. Report results to the Executive Board so future scheduling decisions can be made.
 - Maintain and track Revenue and Expense data for each course to aid in MAAO's larger budgeting process

Summer Conference & Fall Seminar Coordination

- Collaborate with the current Conference Coordinator(s) to learn those functions in calendar year 2026. The expectation is that the Education Coordinator will fulfill these organizational needs via future service contract starting in calendar year 2027. Administrative support for both events will be provided by MAAO Volunteer members

4. Proposal Requirements

Proposals must include:

- Executive summary
- Company profile and qualifications
- Relevant experience with MAAO or similar statewide organizations

- Detailed cost estimate
- References from similar projects

5. Evaluation Criteria

Proposals will be evaluated based on:

- Relevant experience and qualifications
- Cost-effectiveness
- References and past performance

6. Submission Instructions

Submit proposals electronically in PDF format to:

Email: Alex.Guggenberger@anokacountymn.gov

Subject Line: "RFP – MAAO Education Coordinator"

Deadline: March 9th, 2026

7. Terms and Conditions

- MAAO reserves the right to reject any or all proposals.
- All submitted materials become the property of MAAO
- The selected consultant may be required to sign a formal contract. A draft version of the potential contract is enclosed with this RFP.