

Solicitation for Bids

Adult Learner Summit Logistical Support

Issued by:

The Michigan Center for Adult College Success (The Center)

Issue Date:

Dec. 2, 2025

1. Introduction

The Michigan Center for Adult College Success (The Center) is seeking proposals from qualified firms to provide logistical and coordination supports for the Adult Learner Summit that The Center plans to host in February 2026.

The summit will be a two-day event located in Detroit, MI. The Center will be responsible for promotion of the event, agenda, and location contract.

2. Background of Adult Learner Summit

The Center is looking to host its first Adult Learner Summit in Detroit this coming February. The event will provide an opportunity for colleges and universities across the state to discuss innovative methods to boost adult learner enrollment, persistence, and completion efforts on their campuses.

The summit will feature presentations from national experts and opportunities for participants to share the work they are doing at their own campuses to better serve adult learners. Additionally, the summit will feature our MI-LEARN Design Lab participants and our Innovation Investment Award recipients.

3. Scope of Project Work

The selected vendor will provide services for one primary task:

Task 1: Logistical Support for Adult Learner Summit

Subtask 1.1: Registration & Check-in

- Provide and manage the event registration process using a vendor-selected or Center-approved platform.
- Maintain a real-time registration list, including fields such as institution, role, contact information, dietary needs, and accessibility needs.

- Coordinate and prepare check-in materials (e.g., name badges, lanyards, printed registration lists).
- Staff and operate the on-site check-in desk for both days of the summit, including adequate personnel during peak arrival times.
- Provide pre-event attendee communications related to registration, confirmations, and check-in instructions (in collaboration with The Center).

Subtask 1.2: Event management support

- Participate in regular planning meetings with The Center (bi-weekly December–January; weekly during the final month).
- Develop and maintain a project plan outlining tasks, owners, and deadlines.
- Create and keep updated a detailed run-of-show for both days of the summit, including session timing, transitions, speaker arrival coordination, and venue/AV touchpoints.
- Provide project management expertise to ensure all tasks, timelines, and logistical components are coordinated effectively leading up to the summit.

Subtask 1.3: On-Site Event Logistics and Materials

- Coordinate on-site logistics during the two-day event, including room setups, transitions between sessions, and coordination with venue and AV staff.
- Assist The Center with any logistical issues that arise before or during the convening.
- Design and/or coordinate production of event signage (e.g., directional signage, registration signage, room labels).
- Support development and preparation of necessary event materials, including printed programs, agendas, table tents, and other collateral aligned with The Center’s branding guidelines.
- Ensure attendee needs are addressed on-site, including accessibility accommodations and dietary considerations (in partnership with The Center and venue).

4. Project Work Timeline

The goal is to host the Adult Learner Summit in early February. Bids must acknowledge this timeline and be able to provide the logistical support required to meet this timeline.

5. Bid Selection Timeline

Solicitation Issue Date: Dec. 2 2025

Proposal Submission Deadline: 5pm ET on Dec. 9, 2025

Vendor Selection: No later than Dec. 12, 2025

Contract Execution: No later than Dec. 17, 2025

6. Selection Criteria

Proposals will be evaluated based on:

- Understanding of MI-LEARN Design Lab and Innovation Investment Awards
- Relevant experience with similar digital marketing campaigns
- Cost-effectiveness of the proposal
- Feasibility of the proposed timeline

7. Budget

The total budget for this project should not exceed \$45,000, including hard costs (e.g., printing, signage, badges, shipping, staff travel/lodging)

8. Submission Requirements

Proposals should include:

- Brief narrative on understanding of The Center, MI-LEARN Design Lab and Innovation Investment Awards
- Overview of proposed support to be provided
- Qualifications and relevant experience of the organization and proposed team
- Detailed budget, including total costs
- Proposed project timeline
- References from similar work

Submission Instructions

Submit bids electronically to Jeremy Hedges (j.hedges@talentfirst.net) by 5pm ET on Dec. 9, 2025

Contact Information

For any questions or further information, please contact:

Jeremy Hedges

Director, Michigan Center for Adult College Success

j.hedges@talentfirst.net

tel: 517.303.6026