

Description of Assessment, Measurement, and Evaluation (AME) Consultant

Budget

- CHW Field Development & Impact: \$15,000
- Rural Minnesota CHW “Earn & Train” Model: \$40,000
- Total bid not to exceed: \$55K

The Minnesota Community Health Worker Alliance (MNCHWA) is seeking an experienced Assessment, Measurement, and Evaluation (AME) Consultant to strengthen the data, measurement, and evaluation infrastructure supporting Minnesota’s Community Health Worker (CHW) workforce and to inform the new Rural Minnesota CHW Earn and Train workforce model.

The consultant will provide AME expertise to advance implementation of the [Minnesota CHW Statewide Measurement Plan](#) and help establish the foundational data architecture, structures, and practices needed to strengthen statewide CHW measurement. This includes informing data and information practices that support successful CHW billing and reimbursement; strengthening approaches to collecting, organizing, analyzing, and reporting CHW workforce and program data; and building a foundation for MNCHWA to increasingly produce meaningful data and intelligence that demonstrates CHW reach, value, outcomes, and impact.

The consultant will also provide AME expertise to support the design of a community informed Earn and Train workforce pathway for rural Minnesota. Working alongside MNCHWA and its project partners, the consultant will help ensure that appropriate assessment and measurement considerations are incorporated into stakeholder discovery, needs assessment, program and educational pathway design, and baseline measurement. This work will help MNCHWA understand the needs and experiences of rural CHWs and employers and use those findings to inform an educational and workforce pathway that is accessible, viable, responsive to rural workforce needs, and positioned for future evaluation and continuous improvement.

Across these areas, the consultant will work collaboratively with MNCHWA staff, CHWs, employers, partners, and other consultants to translate data and findings into actionable insights that support decision-making, program and workforce development, continuous improvement, and the long-term growth and sustainability of Minnesota’s CHW workforce.

Experience and Qualifications:

The successful consultant should demonstrate experience and expertise in the following areas:

- **Assessment, measurement, and evaluation strategy:** Developing practical AME frameworks for workforce, healthcare, public health, education, or community-based initiatives, including measures of outputs, outcomes, value, and longer-term impact.
- **Data architecture and measurement infrastructure:** Providing AME expertise to inform data architecture, collection strategies, governance practices, and reporting approaches that support meaningful, consistent, and scalable measurement and analysis.
- **Qualitative and quantitative assessment:** Designing and applying mixed-method approaches, including needs assessments, environmental scans, surveys, interviews, focus groups, stakeholder assessment, and workforce or labor-market analysis.
- **Public health, healthcare, and health economics:** Understanding public health and healthcare outcomes, health economic and value concepts, and the measures needed to demonstrate impact across prevention, health outcomes, access, utilization, quality, health equity, community experience, and system or economic value.
- **Healthcare data, billing, and reimbursement:** Understanding the relationship between service documentation, data capture, billing and reimbursement, payer requirements, and the data needed to demonstrate CHW services, outcomes, and value.
- **Workforce and program development:** Applying assessment and evaluation expertise to inform workforce initiatives and educational pathways, including identification of worker and employer needs, barriers, experiences, and outcomes.
- **Analysis and actionable intelligence:** Analyzing and synthesizing quantitative and qualitative information and translating findings into actionable recommendations, reports, dashboards, and other communications tailored to public health, health systems, payers, government, employers, funders, and community stakeholders.
- **Collaboration and project management:** Working effectively across complex, multi-stakeholder initiatives involving community members, employers, healthcare and public health organizations, educational and workforce partners, government agencies, and other consultants.

Desired Competencies

The successful consultant should demonstrate the following competencies:

- **Strategic and systems thinking:** Ability to connect assessment, measurement, evaluation, workforce development, program design, and data strategy within complex systems.
- **Applied assessment and evaluation judgment:** Ability to select rigorous, evidence-informed methods while adapting them to practical implementation needs, available resources, and real-world constraints.
- **Evidence translation and benchmarking:** Ability to identify and apply relevant research, validated measures, national standards, benchmarks, and emerging best practices to practical CHW workforce and program needs.
- **Measurement and data strategy:** Ability to translate evaluation questions and information needs into clear measures, data requirements, and reporting needs that can inform broader data architecture and infrastructure.
- **Mixed-method inquiry and synthesis:** Ability to integrate qualitative and quantitative data from multiple sources and stakeholder perspectives to identify patterns, gaps, and actionable findings.
- **Actionable insight and communication:** Ability to translate complex findings into clear recommendations and information products appropriate for CHWs, employers, public health, healthcare systems, payers, government, funders, and other audiences.
- **Community-informed and culturally responsive practice:** Ability to incorporate CHW, employer, community, and other stakeholder perspectives into assessment and evaluation approaches while recognizing differences across populations and settings.
- **Collaborative and interdisciplinary work:** Ability to work effectively with MNCHWA staff, CHWs, employers, partners, and specialized consultants, including Human-Centered Design and Data Architecture—while maintaining clear roles and responsibilities.
- **Adaptive learning and continuous improvement:** Ability to use findings throughout discovery and implementation to refine approaches, identify emerging questions, and inform program and model development over time.
- **Project execution and accountability:** Ability to independently manage complex work, prioritize within defined resources and timelines, coordinate dependencies, and consistently produce high-quality, usable deliverables.

Scope of Work

Workstream 1: CHW Field Development & Impact

The AME Consultant will support MNCHWA in advancing and operationalizing its statewide CHW measurement strategy and building the foundation for a more integrated data and information ecosystem. Building from the Minnesota CHW Statewide Measurement Plan, the consultant will help prioritize what MNCHWA needs to measure and understand about the CHW workforce and CHW impact and translate those needs into practical measurement and data requirements. The work will be informed by evidence-based research, CHW-specific assessment, measurement, and evaluation of best practices, national standards and common measures where available, and benchmarking against relevant state and national approaches.

Deliverables:

- **Statewide Measurement Plan Implementation Roadmap:** Develop a prioritized roadmap for operationalizing the existing Statewide Measurement Plan, including near- and longer-term measurement priorities, available and needed data sources, gaps and feasibility considerations, and opportunities to leverage existing data and FY27 activities. Include relevant national benchmarks, standards, common indicators, and comparison opportunities.
- **CHW Workforce Intelligence & Impact Measurement Model:** Develop a practical framework for how MNCHWA can use and combine data and information to better understand Minnesota's CHW workforce and demonstrate CHW impact across relevant domains and audiences. Identify priority questions, measures and indicators, data sources, benchmarks and comparison measures, evidence limitations, and information gaps.
- **Measurement Requirements for MNCHWA's Data & Information Ecosystem:** In collaboration with MNCHWA's Data Architect, translate measurement priorities into requirements for the developing data and information ecosystem, including priority data elements and definitions, relationships across data sources, data quality considerations, analysis needs, and desired reporting and information products.

Current year activities, including the CHW Registry, employer technical assistance, billing and reimbursement work, next-generation demonstration grants, and state measurement requirements, will serve as practical use cases to inform and test development of these deliverables.

Workstream 2: Rural Minnesota CHW “Earn and Train” Model

The AME Consultant will support the assessment, discovery, and early design of MNCHWA's rural Earn and Train CHW workforce model, working in close collaboration with MNCHWA and the Human-Centered Design (HCD) consultant. The consultant will ensure discovery activities generate credible and useful qualitative and quantitative information, establish an initial baseline, and translate findings into actionable intelligence for model and program design. This work will also establish the measurement and evaluation foundation needed to support future pilot implementation, continuous improvement, expansion, and long-term sustainability of the model.

Deliverables:

- **Needs Assessment & Discovery Framework:** Develop the research and assessment approach for the discovery phase, including priority research questions, qualitative and quantitative methods, data sources, baseline measures, data collection protocols, and recommended evidence-based or validated measures. The assessment will include rural CHW workforce and employer needs, workforce pathways, and the CHW Certificate Program and broader CHW training, education, and credentialing landscape to identify strengths, gaps, barriers, and opportunities relevant to the Earn and Train model. Develop or refine appropriate data collection tools for CHWs, employers, rural communities, training partners, and other stakeholders in coordination with the HCD consultant.
- **Discovery Analysis & Model Design Findings:** Analyze and synthesize stakeholder input, available quantitative and secondary data, relevant evidence, and findings from the CHW Certificate Program/training and education assessment to understand rural CHW workforce needs, employer readiness, barriers, opportunities, and workforce pathway conditions. Translate findings into design requirements, priorities, hypotheses, recommendations, and identified evidence gaps to inform development of the Earn and Train model.
- **Earn and Train Measurement & Evaluation Foundation:** Establish the initial measurement and evaluation framework needed to support the model across future phases, including priority evaluation questions, baseline and outcome measures, key indicators, data sources, longitudinal measurement needs, and reporting considerations. The framework should anticipate future pilot testing, continuous improvement, expansion, and statewide sustainability while aligning with MNCHWA's broader data and measurement strategy.

Budget & Timeline

Term: Contract execution through June 30, 2027.

Position type: Contract, remote with occasional in-person meetings.

Total bid not to exceed: \$55K

- CHW Field Development & Impact: \$15,000
- Rural Minnesota CHW “Earn & Train” Model: \$40,000

Proposal Requirements

- Not to exceed 10 pages, excluding references and appendices.
- Company and project team overview, roles, and qualifications.
- Relevant experience applying assessment, measurement, and evaluation to healthcare, workforce development, training and education, community health, and health economics.
- Technical approach to meeting objectives.
- Proposed work plan with milestones and deliverables for each workstream.
- Detailed budget aligned with scope for each workstream.
- Examples of relevant previous work.
- Three relevant professional references.

Evaluation Criteria

MNCHWA Procurement Policy Vendor Selection Criteria:

1. Price
2. Quality of goods/services the nature of which must be justifiable and verifiable.
3. Availability of goods/services within the required delivery time.
4. Bidder’s previous records of performance and service.
5. Ability of bidder to render satisfactory service in this instance.
6. Financial stability of the vendor.
7. Availability of bidder’s representatives to be called upon and consulted with.
8. Payment terms.
9. Ability to provide samples.

Project Specific Criteria:

Criterion	Weight
Relevant assessment, measurement, and evaluation experience and expertise	25%
Proposed approach and methodology for CHW Field Development & Impact	15%
Proposed approach and methodology for Rural Earn and Train assessment, discovery, and evaluation	25%
Evidence-based practices, benchmarking, and ability to translate findings into actionable intelligence	15%
Collaboration, work plan, level of effort, and budget realism	10%
Past performance, relevant work samples, and references	10%
Total	100%

Preference will be given to qualified vendors with active certification through one or more of the following targeted vendor programs:

- Minnesota Department of Administration – Targeted Group, Economically Disadvantaged, or Veteran-Owned (TG/ED/VO)
- Metropolitan Council – Minnesota Unified Certification Program (MnUCP)
- Central Certification (CERT) Program – Hennepin County, Ramsey County, and City of St. Paul

Timeline & Submission

Milestone	Date
RFP issued	10/01/2026
Proposals due, 12:00 PM Central	10/16/2026
Anticipated award notification	10/30/2026

Format: PDF, no more than 10 pages excluding references and appendices.

Submit to: Shandy Potes Mangra - shandy.mangra@mnchwalliance.org

Legal Terms and Conditions

- The selected vendor will be required to complete MNCHWA's Conflict of Interest (COI) Disclosure Form and disclose any actual, potential, or perceived conflicts of interest upon contract execution.
- MNCHWA reserves the right to reject any or all proposals, negotiate terms, and cancel the RFP without obligation.
- All proposals and related communications will be treated confidentially.
- Issuance of this RFP does not obligate MNCHWA to award a contract.
- Proposals must remain valid for 90 days from the submission deadline.
- Vendors must comply with applicable laws, data privacy standards, and nondiscrimination policies.
- MNCHWA retains ownership of all deliverables produced under this contract.
- All deliverable materials must comply with [The State of MN's Accessibility Standards](#).
- MNCHWA is not liable for costs incurred in proposal preparation.

Contact Information

Shandy Potes Mangra, Workforce Development Program Manager

shandy.mangra@mnchwalliance.org