



## **Request for Proposal: Leave No Trace Master Educator Course Provider**

The Leave No Trace Center for Outdoor Ethics (the Center) is requesting proposals from organizations interested in becoming official, approved providers of the Leave No Trace Master Educator Course, as described in this Request for Proposal (RFP).

**Interested parties must submit a letter of intent to: Ben Lawhon, [Ben@LNT.org](mailto:Ben@LNT.org) Education Director, Leave No Trace Center for Outdoor Ethics, P.O. Box 997, Boulder, CO 80306, by July 30, 2018. Full proposals, if requested by the Center, are due by October 1, 2018.**

The letter of intent should be no more than two pages, should include a brief organizational background, an explanation of why the organization desires to provide the Master Educator Course, and a description of target audience(s) for the course.

The following phases will be conducted to complete this RFP process:

- Phase I:** Reply to this RFP with a letter of intent by July 30, 2018.
- Phase II:** If requested by the Center, submit complete proposal fulfilling requirements outlined in section E of this document by October 1, 2018.
- Phase III:** Follow up with additional information as requested by the Center.
- Phase IV:** Pending approval by the Center, offer Leave No Trace Master Educator Courses for a five-year period beginning January 1, 2020.

### **A. The National Leave No Trace Program**

The Leave No Trace Center for Outdoor Ethics was established nearly 25 years ago as a non-profit organization to promote responsible enjoyment of the outdoors. Leave No Trace partners — land management agencies, the outdoor industry, outdoor enthusiasts groups, colleges, universities, non-profit organizations, youth serving organizations, and other affiliates — support a unified, consistent minimum impact program based on the best available scientific research and outdoor expertise. A principle goal is the continued expansion of a training structure that instills outdoor ethics and provides deep understanding of, and teaches skills necessary for, enjoying the outdoors responsibly. Development and dissemination of high quality Leave No Trace training programs is critical to the overall success of Leave No Trace.

## **B. The Leave No Trace Master Educator Course**

The Leave No Trace Master Educator Course is a core and vital component of the Leave No Trace training structure. The course delivers comprehensive Leave No Trace skills, ethics, and teaching practices to participants. The Master Educator Course is the most in-depth course offered through the Center. The course produces a cadre of highly knowledgeable Leave No Trace educators who have the ability to disseminate Leave No Trace information and provide effective outreach and training to diverse audiences.

The National Outdoor Leadership School (NOLS) was the first provider of the Master Educator Course, beginning in 1991. Since that time nine additional Master Educator Course Providers have been approved by the Center to offer courses. If any of the existing providers wish to continue offering the Master Educator Course, they must compete in this RFP process to renew their status as authorized Master Educator Course Providers. The selected training institution(s) will be authorized by the Center to offer the Master Educator Course for a five-year period beginning in 2020.

Nearly 10,000 individuals have been trained as Master Educators, and there are approximately 600 new course participants each year. The Master Educator Course is intended for individuals such as guides, outdoor educators, land agency personnel, scout leaders, trail club members, outfitters, outdoor instructors, university and college faculty, outdoor industry staff, and other outdoor enthusiasts who will train others in Leave No Trace. Course costs are not directly controlled by the Center but there is a strong desire to keep training costs affordable for the broadest possible audience (current prices range from \$650-\$850 for the five-day course depending on provider and location). In summary, prospective institutions should be aware that compared to other outdoor courses or guided trips, the market for this course is specific but there is room for growth. The primary motivation for offering this course should be a strong organizational commitment to Leave No Trace and the promotion of outdoor skills, ethics, and stewardship.

## **C. Curriculum Content**

The Master Educator Course requires a minimum of four eight-hour days and at least three nights camping in backcountry and/or frontcountry settings. However, most providers offer a five-day/four-night course. Minimum standards and related supporting information relevant to the Master Educator Course and this RFP are included in the National Leave No Trace Training Guidelines, which are available online:

[https://lnt.org/sites/default/files/National\\_Training\\_Gdlns\\_12-15.pdf](https://lnt.org/sites/default/files/National_Training_Gdlns_12-15.pdf)

#### D. Training Institution Core Requirements

Institutions or organizations interested in receiving authorization to provide the Leave No Trace Master Educator Course must have verifiable experience in successfully teaching and instructing Leave No Trace outdoor skills and ethics, including minimum impact travel and camping techniques. Interested institutions or organizations must also have an existing cadre of Leave No Trace Master Educators (4–12) on staff who have experience facilitating Leave No Trace Trainer Courses and who can provide high quality training. Such organizations must be current partners of the Center <http://lnt.org/join/business>, must possess adequate liability insurance and risk management systems to cover course-related accidents and mishaps, and must obtain all necessary permits and permissions for operating on public or other land. Additionally, any newly selected course providers that are not returning providers are required to undergo a Leave No Trace **Master Educator Instructor Course** at their expense (approximately \$9000) in order to ensure a qualified pool of instructors. Participants for this course must already be Master Educators.

#### E. Submission and Evaluation of Proposals

Following the letter of intent, a proposal *may* be requested by the Center, which shall include the following:

- 1) A Master Educator Course agenda that describes course content, course progression, and support materials coupled with a curriculum that meets the requirements outlined in the National Leave No Trace Training Guidelines.
- 2) Organizational qualifications, including organization purpose, risk management procedures, relevant accreditations/certifications, universal access considerations, structure, size, history of training in backcountry settings, and staff qualifications (including staff knowledge of Leave No Trace outdoor skills and ethics, safety and first aid training, as well as expertise as educators).
- 3) Organizational experience in various regions, environments, and with various types of outdoor activities (e.g. backpacking, climbing, sea kayaking, stock use, rafting, frontcountry, canoeing, etc.).
- 4) Proof of liability insurance and permissions to operate on public or other lands (Master Educator Courses require appropriate permits to operate on public lands).
- 5) Specific proposed course location(s), course size, student/staff ratios, tentative dates (or seasons), and estimated costs per participant.
- 6) A comprehensive plan for Leave No Trace course marketing and ensuring student enrollment (and participant screening process).
- 7) A description of any provided field equipment, facilities, meals or field rations.

Proposal reviews will be conducted by the Center's RFP Task Force, and final decisions will be made by the Center. Selections will be based on the degree to which interested organizations meet or exceed the core requirements *and* the anticipated need for additional Leave No Trace training institutions.

Approved Course Providers will be periodically reviewed and audited (course quality audit) by the Center for evaluations of quality and compliance. Authorization as a Master Educator Course Provider may be revoked at any time if such reviews are unfavorable and adequate corrections are not implemented.

The Center is committed to equal opportunity and equal treatment for all qualified individuals. For all Master Educator Courses, authorized providers agree not to unlawfully discriminate on the basis of race, color, gender, sexual orientation, national origin, age, religion, marital status, veteran status, disability, or any other factors that have no bearing on one's ability to participate in a Master Educator Course.

For questions, inquiries or more information on the RFP process, please contact Ben Lawhon, Education Director, [Ben@LNT.org](mailto:Ben@LNT.org) or call 1.800.332.4100