

CECIL COUNTY PUBLIC LIBRARY

Request for Proposal Strategic Planning Services

August 12, 2022



(410) 996-1055
www.cecilcountylibrary.org
485 Mauldin Avenue, North East, MD 21901

**Cecil County Public Library
Request for Proposal
Strategic Planning Facilitator/Consultant**

A. Objective

The Cecil County Public Library seeks a consultant who will assist our organization in creating a strategic framework for the future. We are committed to undertaking a strategic process that actively engages our organization and community in thinking about the future and planning for the sustainable delivery of library programs, services and spaces.

B. Deadline for Receipt

Proposals must be received via email before 5 p.m. EDT, September 9, 2022. Proposals should be addressed to Frazier Walker, Communications Manager and Foundation Director, at fwalker@cecilcountylibrary.org.

C. Inquiries

Inquiries must be made via email. Please address all inquiries to: fwalker@cecilcountylibrary.org. Telephone inquiries will not be addressed. Answers will be provided within 3 business days. All questions must be received no later than September 2, 2022.

D. Background

Fiscal Year 2022 (July 1, 2021-June 30, 2022)

Library Visits: 233,968

Checkouts: 756,453

Programs and Program Attendees: 987/30,684

Computer Sessions: 34,045

Information Requests: 69,082

New Library Cards: 4,629

Total Library Cards Held: 60,000 (approx.)

Mission: Champion Reading. Build Knowledge. Inspire Curiosity.

Vision: The Library is the Heart of a thriving Cecil County.

The Cecil County Public Library (CCPL) is an award winning library system committed to creating meaningful impact in the lives of the citizens of Cecil County. Located in the northeastern corner of Maryland, CCPL connects 103,905 citizens to high quality information, services, and experiences through its six branches, outreach programs, bookmobile, and website (<https://www.cecilcountylibrary.org>). Responsiveness to community needs drives the development and delivery of our services. We use our

powerful resources to help people create prosperity and meaning in their lives. In addition to providing extensive access to reading, information, and work, meeting, and gathering spaces, our staff of approximately 88 FTEs places a strong focus on developing services and partnerships that advance early childhood literacy and learning, career and workforce development, small business and entrepreneurship, after-school opportunities for youth and teens, and cultural experiences for all members of the community. In Spring 2021, CCPL opened the new North East Branch Library, a first-of-its-kind community learning space and center of opportunity for all.

CCPL operates within an annual budget of \$7.6 million. The Friends Foundation of CCPL is its support 501c3 whose mission is to enrich the library's impact through philanthropy and advocacy while inspiring a culture of giving to enhance and support our award-winning library system. Through fundraising and development, the Friends Foundation enhances library programs, services, and facilities beyond the annual operating budget.

Awards and Honors

2022: Maryland Library Association Outstanding Volunteer Award, Andrea and Mike Pugh of the Friends Foundation of CCPL

2022: Maryland Library Association Outstanding Member Award, Morgan Miller

2022: Daily Record Top 100 Woman Award, **Morgan Miller, Executive Director**

2021: Maryland Association of Counties (MACo) County Innovation Award

2021: Daily Record Leading Women Award, Morgan Miller, Executive Director

2021: The Delaware Contractors Association (DCA) Construction Excellence Award for North East Branch Library

2021: The Associated Builders and Contractors of Delaware Excellence in Construction Building Award for the North East Branch Library

2020: Citizens for MD Libraries Team of the Year Award to CCPL's Young Adult Librarians

2019: MD Library Association's President's Award for Customer Service to CCPL's Bookmobile Librarian, Arne Anderson

2017: Cecil County Chamber of Commerce IMPACT Cecil County Award to CCPL's Small Business Librarians

2016: Education Visionary Leadership Award from the Cecil County Branch of the NAACP

2015: National Medal Award from the Institute of Museum and Library Services

E. Scope of Work

The Cecil County Public Library is seeking an experienced professional facilitator to perform the following:

1. Facilitate the strategic planning process using a methodology effective for public libraries.
2. Gather data through community research that focuses on library users, non-users, and stakeholders, including Board and staff, to identify Library needs/wants.

a. Community engagement is a key component of this planning process. This should be a collective process involving all the various community stakeholders, to develop a sense of the community vision and shared purpose for the Library's future including both current users and non-users, and may include:

i. Community meetings, stakeholder interviews, focus groups and other standard needs assessment methodologies.

ii. Formal and informal surveying instruments

iii. Online surveys

iv. Other methods as identified by the consultant.

3. Facilitate planning meetings and input sessions (public, Board, and staff sessions).
4. Review the current values, mission, and vision statements and facilitate revisions if needed.
5. Identify service priorities, goals, objectives, and activities.
6. Deliver all raw and summary data to the Cecil County Public Library at the conclusion of the planning process.

F. Proposal Content Requirements

1. A cover letter providing a brief description of the firm or individual name, address of consultant, telephone number, and email of principal contact person.
2. Executive summary of the highlights of the proposal, not to exceed one page in length, conveying the consultant's understanding of the purpose and expected outcomes of the project.
3. A list of key personnel who would be involved in the process and their experience/expertise. If you plan to contract with a third party vendor to conduct the community research component, please identify the firm you plan to use.
4. A summary of the consulting firm's qualifications and relevant experience.
5. A work plan that includes a description of the methodology, tasks, timeline, and estimated total amount of time that would be spent on the project.
6. A schedule of costs that includes consulting, supplies, number of onsite visits, cost per trip, and other costs associated with the planning process. Costs for data gathering and analysis (community research component) must be listed separately. Please use the Schedule of Fees form included.
7. References and contact information for three (3) organizations for which the facilitator has provided strategic planning services. A public library must be at least one of the three references.

G. RFP Standards and Selection Criteria

1. Cecil County Public Library reserves the right to cancel the award of contract any time before the execution of the contract by both parties. The responding consultants bear sole risk and responsibility for costs incurred in the preparation of the proposal.
2. No Library Board or staff member shall have a financial interest in the proposal.
3. In cases of disputes over differences of opinion as to the services in the proposal, the decision of Cecil County Public Library shall be final.
4. Cecil County Public Library reserves the right to: ask for clarification in the proposal if the need arises; select a planning consultant based directly on the proposal; negotiate further with one or more respondents.
5. Cecil County Public Library reserves the right to reject any or all responses to this RFP.
6. The proposal will be evaluated by Cecil County Public Library and will include the following criteria:
 - a. Responsiveness of the written proposal to the purpose and scope of the project.
 - b. Demonstrated knowledge, skills, and experience in conducting strategic planning projects for public libraries.
 - c. Methodology and timeline for carrying out tasks in the scope of work.
 - d. Cost to complete the process.
 - e. Ability to meet deadlines and operate within budget.
 - f. Positive experience and success in strategic and library planning; satisfactory performance record (references).

H. RFP and Planning Process Timeline

1. Proposals must be received via email before 5 p.m. EDT, September 9, 2022.
2. All questions must be received no later than September 2, 2022.
3. Interviews (via Zoom) with candidates may be scheduled as part of the selection process.
4. Consulting firm will be selected on or before October 7, 2022.
5. Strategic planning will begin on an agreed upon date, no later than November 1, 2022.
6. A draft report/plan and executive summary are to be submitted to the Library Director by April 30, 2023.

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Schedule of Fees

Company Name:	Hourly Consulting Rate:
Activity	Estimated Hours per scope
1) Planning	
2) Community Research and Data Gathering	
3) Facilitation of Planning Sessions	
4) Mission, Vision, & Values Review	
5) Identification of Service Priorities and Goals	
6) Summary Development	
Total Project Hours Estimated	
Total Site Visits	
Total Travel Costs	\$
Total Supplies	\$
Other Fees (please itemize here)	\$
TOTAL PROJECT COST	\$