

Request for Proposals

Seeking Community Engagement Training Consultant

For this project, we define community engagement as a way to ensure that public libraries:

1. Understand the needs, wants and aspirations of the communities they serve.
2. Actively contribute to meaningful dialogue with the community about those needs, wants and aspirations.
3. Define an appropriate role for the library based upon those community needs, wants and aspirations.

Background

Wisconsin's libraries of all types provide a connection to the world of information, opportunities, and knowledge. Because the economy of the future is information-based, good libraries are critical to restore and maintain a healthy state economy, and to enrich the lives of Wisconsin residents.

Wisconsin has:

- Three hundred eighty-two (382) public libraries providing 466 facilities that serve 5.7 million state residents;
- Sixteen (16) regional public library systems coordinating services among those libraries, providing leadership and training, and promoting resource sharing and technology.

Although circulation of print materials has declined steadily over the past several years, most services provided by Wisconsin's public libraries have significantly increased, ensuring their relevance to Wisconsin communities. The communities served are diverse across geographical location, urban/rural, economic and racial diversity, immigrant populations and educational level.

A stated goal of the Library Services and Technology Act (LSTA) Five-year Plan for Wisconsin 2018-2022 is: Stronger engagement of public libraries with their communities and utilization of data to actively adapt to community needs. The objective of this goal is to increase awareness of community engagement as critical to public library sustainability and to provide training and resources to facilitate the effective community engagement practices of libraries with their local communities.

The Winding Rivers Library System (Fiscal Agent) and the Department of Public Instruction's (DPI) Division for Libraries and Technology (Contract Managers) are investing in our public libraries by providing an in depth training opportunity on community engagement. We seek a consulting group or individual(s) (Contractor) that will present a structured training program for a diverse learning cohort of up to 40-50 participants. We are committed to providing a longer-term training, lasting 18-24 months. Together, the Contractor and Contract Managers will actively engage that cohort in various tools of engagement, project planning, community building, leadership development, facilitation training, and more.

Funds for the Community Engagement Training Consultant are earmarked at \$100,000 per year for up to a 2.5 year period—for a maximum of \$250,000—pending funding renewal for the second year and a possible ½ year following that. If the consultant chooses to sub-contract with outside expert training consultants, those trainer funds must be paid by the Community Engagement Training Consultant. All travel, incidental, room and board expenses are paid by the Contractor. All cohort participant activity expenses will be paid by Contract Managers.

The project stems from a multi-year initiative by DPI's Division for Libraries and Technology. Per [A Report on Findings from the Public Library Community Engagement Needs Assessment](#), the Contractor will provide training for library directors, library staff and/or municipal/community partners to enable success in these critical aspects of the library's community engagement initiative. Cohort participants will participate in:

1. Preparing library staff, library trustees, municipal leaders and community partners for community engagement efforts;
2. Collecting community needs, wants and aspirations;
3. Creating and building sustainable community partnerships;
4. Hiring staff and nurturing a staff culture conducive to engagement;
5. Planning and carrying out programs and/or services in response to community engagement initiatives;
6. Measuring the success of community engagement activities; and
7. Locating and leveraging demographic information about communities served.

(loosely based on *Community Engagement Needs Assessment* report)

Purpose

The purpose of this Request for Proposal (RFP) is to solicit proposals from consultants with a demonstrated understanding and history working with public library communities in providing community engagement training. Winding Rivers Library System and the DPI's Division for Libraries and Technology seek a consultant to provide the following services:

1. Design the training process in collaboration with the state's Adult and Community Services Consultant.
 - a. Develop application process for cohort participation.
 - b. Help select cohort members.
 - c. Plan for 2-4 in-person meetings with cohort, multiple web conferences, multiple conference calls.
 - d. Plan around the 2020 [Lead the Way Conference](#) for an in-person training opportunity.
 - e. Regular check-in and planning calls with DPI staff.
2. Implement a clear training process and strategy in collaboration with Contract Managers.
3. Provide necessary training materials and experts in the field of community engagement, either from their own consulting group and/or subcontract with other experts.
4. Structure and facilitate training meetings to occur in-person, via web-based platform, and by phone.

5. Provide on-going cohort support with regular check-in calls, web meetings, and/or web-based applications, etc.
6. Provide final report that includes a narrative report of the process undertaken, cohort successes and challenges, resulting library strengths and opportunities for improvement, and assessment of the training tools, sessions and overall process.
7. Additional consideration will be given to applicants that ensure the community engagement effort will continue in Wisconsin by including methods to “train the trainer” and/or leaving the contract managers with reusable training materials.

Desired Outcomes

The result of the 18-24 month training is a new cadre of library leaders trained in current community engagement techniques, with clear understanding of the demographics and aspirations of the communities served, and a plan that turns that knowledge into action.

For the participants the training will result in:

- Public libraries inspired to participate in greater community engagement resulting in increased effectiveness of resources allocated to meeting community needs on a local level.
- Thorough understanding of community needs and future aspirations from stakeholders, including but not limited to: local populations; underserved communities; partner agencies; and municipal employees.
- Strong understanding of current community-based planning strategies in the library field and related fields.
- Development and evolution of program and service offerings that serve community aspirations and needs.
- Deeper understanding and improved relationships and services to communities and individuals who are typically underserved, underrepresented and underrecognized within the community.

Estimated Timeline

With the exception of the following fixed dates, all planning and training activities will be scheduled at the recommendation of the Contractor in consultation with the Contract Managers.

- Planning will begin at a mutually agreed upon date no later than October 31, 2019.
- Participant cohort will be chosen by January 31, 2020
- The first cohort convening will take place at the Lead the Way Conference in Madison, WI in April 2020.
- First service contract must be completed by June 30, 2020.
- Second service contract will be completed by June 30, 2021.
- Optional third service contract will be completed by June 30, 2022.

Instructions to Applicants

All proposals must be submitted by noon CST, September 18, 2019 by e-mail to kristen@wrlsweb.org AND cindy.fesemyer@dpi.wi.gov subject heading "Community Engagement [your firm name] Proposal."

Proposals must include the following information and be organized in the following order of sections:

1. SUMMARY
 - a. The official name, address, phone number, and email address of the applicant (organization or individual(s) as well as the name of the principal contact person and the name and title of the person authorized to execute the contract.
 - b. A succinct, high level description of the proposed project.
2. DESCRIPTION OF FIRM & PERSONNEL
 - a. Detailed description of the organizational structure/hierarchy for the development team, including: relationship of the partners to each other (if appropriate) and responsibilities of key personnel to be involved in this project.
 - b. Provide professional resumes for the key personnel to be assigned.
3. EXPERIENCE AND ABILITY TO COMPLETE PROPOSED PROJECT
 - a. Statement regarding experience and qualifications relative to this project.
 - b. Provide 2-3 examples of similar community engagement training programs conducted by the consultant. For each program listed, provide the name, address and contact number of the client's representative who can be contacted regarding the project.
4. PROJECT APPROACH
 - a. Provide a narrative description of how your firm proposes to execute the program, including methodology, perspective or philosophy that guides your work.
 - b. An outline of a comprehensive work plan.
 - c. Describe the intended relationship between the Contract Manager and the consultant(s).
 - d. Submit a statement as to why you believe your firm is the best qualified to carry out the project.
5. PROPOSED COST AND PAYMENT SCHEDULE

Proposals must be signed by an authorized individual(s) of the applicant organization and include the name, title, address, telephone number and email address of the individual(s) with authority to negotiate and contractually bind the individual/organization. All proposals received will be considered to be in final format.

Confidentiality

If the applicant deems any material submitted to be proprietary or confidential, that must be indicated in the relevant sections of the response.

Inquiries

Inquiries concerning this RFP should be directed to Cindy Fesemyer, Adult and Community Services Consultant for the DPI's Division for Libraries and Technology, at cindy.fesemyer@dpi.wi.gov. Please put the words "Community Engagement Consultant RFP Inquiry" in the subject line. All inquiries must be made by 3:00 PM CST, September 16, 2019.

Review of Proposals

Proposals will be reviewed by Contract Managers using the following criteria:

- The proposed approach to the scope of work
- The proposal adequately details training activities, milestones and deliverables associated with each stage of the scope of work
- The qualifications and experience of the individual(s) identified to fulfill the project
- The individual's/organization's experience with similar projects
- References
- Demonstrated ability to meet deadlines and operate within budget
- Availability for the work to be conducted for a 24-30 month period beginning October or November 2019.

Contractual Agreement

Winding Rivers Library System is the fiscal agent for this project and will issue a contract/letter of agreement with the selected applicant, in which the invoice schedule will be addressed.

This project is funded through federal Library Services and Technology Act (LSTA) grant funds. The Fiscal Agent and Contract Manager will not contract with any party that is debarred or suspended from doing business with the federal government.

As required by Executive Order 12549 and implemented at 2 CFR Parts 180 and Part 3185, the Contractor, certifies to the best of his or her knowledge and belief that neither the Contractor, nor its principals:

- (a) are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any federal department or agency;
- (b) have within a three year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state or local) transaction or contract under a public transaction, or in connection with a violation of federal or state antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- (c) are presently indicted for or otherwise criminally or civilly charged by a governmental entity (federal, state, or local) with commission of any of the offenses enumerated in paragraph (b) of this certification;
- (d) have within a three-year period preceding this application/proposal had one or more public transactions (federal, state, or local) terminated for cause or default. Where the applicant is unable to

certify to any of the statements in this certification, he or she shall attach an explanation to this application.

Statement of Intent

Winding Rivers Library System and the DPI's Division for Libraries and Technology reserve the right, at their sole discretion, to reject any and all responses received in response to this RFP. Costs of preparing the consultant proposals will not be reimbursed. Responding consultants bear sole risk and responsibility for costs incurred in the preparation and delivery of the proposal. Winding Rivers Library System and the DPI's Division for Libraries and Technology reserve the right to cancel the award of contract any time before the execution of the contract by both parties. Winding Rivers Library System and the DPI's Division for Libraries and Technology reserve the right to ask for clarification in the proposal if the need arises.

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