

**Public Library Association, a Division of the American Library Association  
Strategic Plan Realignment  
Request for Proposal: Due October 30, 2020**

## **Introduction**

The Public Library Association (PLA), a division of the American Library Association in Chicago, IL, seeks a facilitator for a process to realign its strategic plan to emphasize the near-term needs of its members.

## **Background**

The Public Library Association (PLA) is mid-way through a [Strategic Plan that ends in 2022](#). While the vision and goals are still relevant, the landscape for all stakeholders has changed greatly since the plan was created. The PLA Board of Directors wishes to reassess the activities of the association with a lens toward meeting the immediate and pressing needs of its members. Gathering member insight and needs, as well as the perceptions of the effectiveness of PLA's current programs, will be critical to our future success. In addition, The PLA Board of Directors wishes to evaluate the sustainability of existing revenue streams with an eye towards diversification. Lastly, we anticipate a new Executive Director will be hired in the coming year and would like to have the findings and recommendations from this process ready for their arrival.

## **Goals of this process:**

- To quickly assess the activities and direction of PLA and its programs; to ensure alignment with the emerging and urgent needs of its membership.
- To better prepare for and make recommendations to pending changes to the relationship between ALA and its divisions.
- To provide the new Executive Director with a clear, short-term strategy for strengthening the association's work and creating value for its members.

## **Qualifications:**

PLA seeks an experienced and skilled facilitator with expertise in strategic planning and scenario planning. Successful work and experience with the development and support of Associations is strongly preferred. The facilitator should be knowledgeable about

membership organizations, able to quickly engage key stakeholders (Board of Directors, PLA members and subject matter experts) to produce a course of action that will guide PLA's near-term decision making as well as create alternatives for the future and the implications (budget, staffing, etc.) for each.

## **Timeline:**

The PLA Board of Directors wishes to start this work immediately upon hire with a completion date not later than March 2021.

## **Process:**

We envision an interactive process that includes:

- Facilitated workshops with the PLA Board of Directors
- A combination of member surveys, interviews and stakeholder focus groups
- Review of current policies, practices, data, and other documentation

The PLA Board of Directors and PLA staff will make themselves available as needed throughout the process. PLA staff will furnish appropriate background materials, as requested

## **Q&A Deadline:**

Proposals are requested no later than **Friday, October 30, 2020.**

If you have questions that need to be answered in order to respond, please submit your questions via email to Cindy Fesemyer and Melanie Huggins ten days before submission deadline. The collective set of vendor questions and PLA responses will be provided to all vendors via email one week prior to submission deadline.

## **Please include the following in your Proposal Submission:**

- Your understanding of the work to be completed, including your knowledge or understanding of the current situation facing associations like PLA.
- A statement of work or general approach, including a proposed timeline.

- Your role and responsibility as well as expectations of the Board of Directors and other stakeholders.
- Additional companies or individuals you would bring to the table to provide timely and thorough recommendations to PLA. (Include whether these would be engaged through your company, or via separate agreement with PLA.)
- Similar work done for other clients with associated costs. Please include contact information for 2-3 of these clients who may serve as references.
- Total estimated costs associated with the work for PLA, based on currently known information.



225 N. MICHIGAN AVE., SUITE 1300, Chicago, IL 60601

p (800) 545-2433 ext. 5PLA

f (312) 280-5029

[www.pla.org](http://www.pla.org)