



The Public Library of Johnston County and Smithfield

305 Market Street

Smithfield, North Carolina 27577

919-934-8146

Public Library of Johnston County and Smithfield

Strategic Planning Request for Proposal

Proposal Deadline:

Proposals must be received via email by 5 pm Friday, January 21, 2022. Proposals should be addressed to Johnnie Pippin, Library Director for the Public Library of Johnston County and Smithfield. Email address is jpippin@pljcs.org.

Inquiries:

Inquiries should be submitted via email to jpippin@pljcs.org. Answers will be provided within 3 business days. Any questions would need to be received by Tuesday, January 18, 2022. Please put in the words "Strategic Plan Inquiry" in the subject line.

Objective:

The Public Library of Johnston County and Smithfield (PLJCS) seeks a consultant who will assist our organization in developing a comprehensive 5 year strategic framework for the future.

We are committed to undertaking a strategic process that will actively engage our organization in thinking about the future and planning for the sustainable delivery of the programs and services our membership expects. Therefore, the purpose of this Request for Proposal (RFP) is to solicit proposals from consultants experienced in strategic thinking and planning.

Background:

PLJCS is located in Smithfield, North Carolina, and is considered an affiliated library system for Johnston County along with five other town libraries (Benson, Four Oaks, Kenly, Princeton, and Selma). The Smithfield Library is a non-profit organization.

The previous strategic plan utilized by PLJCS ended in 2018 at which time an extension of 3 more years was added on to help support the library's previous direction.

The next Strategic Plan will build on previous accomplishments and shape the Library's vision and the strategies necessary to provide exceptional customer service in a rapidly changing, post-pandemic environment. We want to know what has changed for our residents and how we can support them in their educational, informational, and recreational pursuits.



The Public Library of Johnston County and Smithfield

305 Market Street
Smithfield, North Carolina 27577
919-934-8146

Our current mission and vision statements reflect previous leadership, staff, and community addressed needs that were relevant at that time. PLJCS is looking forward to its future as being a services hub and fostering community needs.

Fees:

The resulting contract for strategic planning services will define a not to exceed fee for services. This fee proposal must therefore include services, costs and all incidentals including printing and travel costs.

Contract:

The contract for services will include and reference the accepted proposal.

Objectives:

PLJCS seeks a consultant to provide the following services:

1. Provide leadership, direction and expert consultation and advice related to the development of an effective strategic plan.
2. Provide a clear, easily-operationalized, strategic planning process.
3. Provide PLJCS with a community focus to determine current satisfaction as well as community expectations and desires for service.
4. Assist in evaluating the library's mission, vision, and value statements.
5. Assist in evaluating the library's logo and brand.
6. Facilitate strategic planning meetings.
7. Provide deliverables that support and document the work performed throughout the process. The desired result is a strategic plan that articulates a vision, mission, values, and strategies that will guide PLJCS through 2023 – 2027.

Scope of Work:

Proposals should include recommendations for community assessment that will inform a strategic planning process. A survey of members and non members will be a priority.

Stakeholders to be assessed will include PLJCS Board Members, PLJCS staff, affiliated library directors, and town and county entities.



The Public Library of Johnston County and Smithfield

305 Market Street

Smithfield, North Carolina 27577

919-934-8146

The Proposal must include the following information:

1. Cover Letter
2. Responding Company Name, Address, and Contact Information
3. Proposal of Services with a Preliminary Timeline
4. Proposal Fees. Proposals involving components should provide unit costs.
5. Names of Individuals who would be performing the work under this contract and
6. Credentials for these Individuals
7. References

Qualifications:

- Demonstrated experience with facilitating consensus-based strategic plans.
- Prior experience developing strategic plans for public libraries and/or non-profit organizations.
- Strong facilitation skills.
- Experience at creating a neutral environment for, and soliciting input from, individuals from various focus groups.
- Experience at gathering and utilizing data to inform the strategic planning process.
- Experience in inspiring others to think creatively and innovatively.
- Ability to constructively challenge participants.
- The flexibility to develop appropriate dates for focus groups that will suit the needs of library staff, library board members, community members, and stakeholders.
- The flexibility to attend PLJCS Board meetings as needed to move the process along.
- Ability to travel to Smithfield, North Carolina to attend and facilitate meetings.

PLJCS Statement of Intent:

PLJCS reserves the right to reject any or all responses to this Request for Proposal. PLJCS will not reimburse costs of preparing the consultant proposals. PLJCS reserves the right to cancel the award of contract any time before the execution of the contract by both parties. Responding consultants bear sole risk and responsibility for costs incurred in the preparation and delivery of the proposal. PLJCS reserves the right to ask for clarification in the proposal if the need arises.