

Request for Proposal

Strategic Planning Services for Herrick District Library

1. Introduction

Herrick District Library (the library) is a public library located in Holland, MI. The library serves a diverse population of approximately 110,000 residents. As we look towards the future, we are seeking a consultant or consulting firm with expertise in non-profit strategic planning to help guide the library through a comprehensive process of refining its vision, mission, goals, and objectives for the next 3-5 years. This plan will serve as a roadmap for the library's operations, services, and community engagement efforts.

We invite qualified individuals or firms to submit proposals for strategic planning services. The proposal should detail your experience (especially with regards to public nonprofit or government organizations, including libraries), approach, and methodology for facilitating and supporting the library in crafting a strategic plan that aligns with the community's needs and the library's mission.

2. Purpose of the RFP

The purpose of this Request for Proposal (RFP) is to solicit proposals from experienced consultants or consulting firms who can provide requested services for Herrick District Library. The chosen consultant will work with library leadership and stakeholders to:

- Identify community needs and future trends in library services.
- Develop clear goals and strategies that will guide the library's work over the next 3-5 years.
- Ensure the strategic plan is actionable, measurable, and aligned with the library's mission and resources.

3. Scope of Work

The consultant will be responsible for facilitating the creation of a strategic plan for Herrick District Library. Specific tasks include, but are not limited to:

1. Initial Assessment and Discovery Phase

- Gather input from library staff, board members, stakeholders, and community members (with an emphasis on non and under users) through surveys, interviews, and focus groups.
- Analyze demographic and community data to understand evolving needs and trends.
- Review current library practices and identify areas for improvement or expansion.

2. Community and Stakeholder Engagement

- Facilitate community meetings, focus groups, and/or surveys to gather input on library needs and perceptions.
- Work with library staff and the board to identify key community partners and other stakeholders for input.
- Engage the library's user base, especially underserved or at-risk populations, to ensure the plan reflects a broad spectrum of community needs.

3. SWOT Analysis

- Conduct a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis based on the findings from the assessment and community engagement.

4. Goal Setting and Action Plans

- Guide the library as it defines clear, measurable goals and objectives for the library over the next 3-5 years.
- Assist with the development of specific strategies and tactics to achieve those goals, including resource allocation, timelines, and performance indicators.
- Identify potential challenges to achieving the goals and suggest mitigations.

5. Final Strategic Plan Document

- Prepare a comprehensive strategic plan document that includes:
 - Mission, vision, and values statements (if updated).
 - Prioritized goals and objectives.
 - Action plans for achieving the goals.
 - Timeline and resource requirements.
 - Metrics for evaluating success and progress.

4. Proposal Requirements

Proposals must include the following components:

1. Executive Summary

- A brief overview of your firm/individual qualifications, experience, and understanding of the RFP.

2. Qualifications and Experience

- Demonstrated experience in conducting strategic planning for public libraries or similar organizations.
- Relevant expertise in community engagement, data analysis, and facilitating workshops or meetings.
- A portfolio of past strategic plans, if available.

3. Methodology and Approach

- A detailed description of your approach to the strategic planning process, including steps and timeline.

- An outline of how you will engage with library staff, stakeholders, and the community.
- An explanation of the tools or methods you use for data collection, analysis, and evaluation.
- Any resources or tools you will provide that will support the library's future planning or implementation.

4. Project Team

- A list of the individuals who will be involved in the project, along with their qualifications, roles, and relevant experience. Identify any third party, sub-contractors that may be utilized including the role they may play in the project.

5. Project Timeline

- A proposed timeline for completing the strategic planning process, from initial assessment to delivery of the final plan.
- Expected milestones and deliverables.

6. Budget and Fee Structure

- A detailed budget that includes all costs associated with the project, including travel, meeting facilitation, data collection, and any additional materials.
- Any optional services (such as implementation support) and associated fees.

7. References

- Contact information for at least three (3) references from past clients for whom you have conducted similar strategic planning services.

8. Evaluation Criteria

- Clarity and feasibility of the proposed methodology. (20%)
- Relevant experience and qualifications. (20%)
- Understanding of the library's needs and challenges. (20%)
- Cost-effectiveness. (20%)
- Ability to meet the timeline and project milestones. (20%)

5. Submission Guidelines

Please submit your proposal by August 31, 2026 to the following contact:

- **Name:** Natalie Williams
- **Email:** nwilliams@herrickdl.org
- **Mailing Address:** 300 S. River, Holland, MI 49423

Late submissions will not be considered.

6. Selection Process

The selection process will be based on a review of the proposals by the Herrick District Library Steering Committee. Finalists may be invited for interviews or presentations. The decision will be based on the quality of the proposals, alignment with the library's needs, qualifications, and budget considerations.

7. Contract and Terms

The successful consultant will be expected to enter into a formal contract with Herrick District Library that will outline:

- Scope of work
- Timeline
- Deliverables
- Payment schedule
- Terms and conditions

8. Timeline

- **Question and Answer Period:** August 17-20, 2026
- **RFP Submission Deadline:** August 31, 2026
- **Interviews (if applicable):** September 1-11, 2026
- **Consultant Selection:** September 14-18, 2026
- **Project Start Date:** October 1, 2026
- **Completion Date (final plan):** February 1, 2026

9. Additional Information

If you have any questions or require further clarification about this RFP, please contact:

- **Name:** Natalie Williams
- **Email:** nwilliams@herrickdl.org
- **Phone:** 616-355-3724

Thank you for your interest in supporting Herrick District Library as we plan for a successful and sustainable future.