



## **Request for Proposal (RFP) for Strategic Planning Services**

Facilitating, Developing, and Writing

**UPDATED March 25, 2025 to include proposed budget**

Proposals will be received until:  
April 11, 2025 - 4:00 pm (Atlantic)

### **Introduction**

Cumberland Public Libraries (CPL) invites proposals from qualified consultants for the development of a strategic plan to guide the organization over the next three to five years.

Through this strategic planning process, CPL seeks to enhance its role in the community, adapt to changing needs, and ensure the long-term sustainability and relevance of its libraries.

### **About Cumberland Public Libraries**

The Cumberland Regional Library Board manages the Cumberland Public Libraries. CPL serves Cumberland County, NS through seven libraries in the communities of: Advocate

Harbour, Amherst, Oxford, Parrsboro, Pugwash, River Hebert, and Springhill. CPL also has a Borrow by Mail service provided free of charge to those who are physically unable to visit the library. CPL serves a population of over 30,000 citizens and offers recreational, educational, and cultural programs for all ages such as: book clubs, computer training, crafting groups, puppet shows, information sessions on various topics, and summer reading programs for all ages. CPL also offers traditional library services and holds over 75,000 items that are available for library patrons to borrow. These items consist of books, e-books, large print materials, audiobooks, movies, TV series, documentaries, magazines, graphic novels, and more.

CPL is also a member of Same Page, a partnership of eight regional libraries across Nova Scotia, working together to improve library experience; striving to provide equitable access to library resources for learning, discovery, and improved quality of life.

## **Project Objectives**

We are hiring a consultant to lead the work on creating a 3-5 year strategic plan. The consultant will:

- aid the library in looking at our current situation and plan to move forward,
- bring an outside voice, enable real conversations about our values, and encourage strong feedback from all stakeholders,
- allow for this project to be completed in a timely manner,
- help the library with better allocation of staff and funds.

The primary objectives for this strategic planning process include:

- Conducting an environmental scan to assess CPL's current position and opportunities within Cumberland County,
- Engaging key stakeholders—staff, patrons, donors, community partners, and local government—in the planning process,
- Developing a clear strategic plan that prioritizes the library's goals, objectives, and resource allocation for sustained community impact,
- Aligning library staff and branches around a shared vision and roadmap for the future.

## **Scope of Work**

The consultant will be expected to:

- Review CPL's current operations, programs, and community impact using annual reports, usage statistics, etc,

- Review the Nova Scotia Public Libraries: Core services and their impact on the province document,
- Facilitate engagement sessions with staff, patrons, Library Board, and other stakeholders to gather insights.

Draft a comprehensive strategic plan that includes:

- Mission, vision, and core values,
- Strategic priorities and objectives,
- Recommendations for community engagement, program development, and resource allocation,
- Implementation plans with timelines and milestones,
- Provide guidance on evaluation processes to track progress and adapt to changing community needs.

### **Proposal Requirements**

Interested consultants should submit a proposal that includes the following:

- Introduction and Background,
- Name, address, and contact information of the consultant/firm,
- Overview of relevant experience and qualifications,
- Examples of past strategic planning projects, especially for libraries or community organizations,
- Approach and Methodology,
- Description of the consultant's proposed process for developing the strategic plan,
- Tools and techniques to be used (e.g., stakeholder surveys, focus groups),
- Timeline for major activities and deliverables,
- Team Composition,
- Budget and Fees,
- Detailed breakdown of costs, including professional fees and any anticipated expenses,
- References.

### **Evaluation Criteria**

Proposals will be evaluated on the following criteria:

- Understanding of CPL's needs - 30%
- Experience and Qualifications, particularly with libraries or non-profits – 20%
- Understanding of Objectives – 20%
- Work Plan, Schedule, Cost, and Level of Effort – 20%

- References and past performance - 10%

The contract will be awarded based on a review of the proposals against all evaluation criteria and will not necessarily be awarded based on the lowest price offered. Additional written materials to ascertain the qualification of a proposer may be requested.

### **Timeline**

Release of RFP: March 21, 2025

Deadline for Submission: April 11, 2025 - 4pm

Anticipated Consultant Selection: April 18, 2025

Project Start Date: May 1, 2025

Expected Completion Date: January 30, 2026

### **Project Budget**

\$15,000 - \$18,000

### **Submission Instructions**

Submit proposals to:

Denise Corey

Library Director, Cumberland Public Libraries

[denise.corey@cumberlandpubliclibraries.ca](mailto:denise.corey@cumberlandpubliclibraries.ca)

902-667-2135

Please include "Strategic Planning Consultant RFP Submission" in the subject line. Proposals must be received by April 11, 2025 . Late submissions will not be considered.

### **Additional Information**

All proposals will be treated as confidential.

Cumberland Public Libraries reserves the right to accept or reject any or all proposals.

Thank you for your interest in partnering with Cumberland Public Libraries to shape our future and continue enriching the lives of Cumberland County residents!