

**Waukesha Public Library**  
**Strategic Plan Development, Consulting and Facilitation Services Proposal**  
**February 16, 2018**

**Introduction**

The purpose of this proposal is to define the parameters and costs of the Strategic Plan Development, Consulting and Facilitation Services WiLS will provide to the Waukesha Public Library.

**Contacts**

Communication regarding this agreement and the provided service should be directed to:

**WiLS**

Bruce Smith  
1360 Regent Street, #121  
Madison, WI 53715-1255  
608-629-5421  
bsmith@wils.org

**Waukesha Public Library**

Bruce Gay  
321 W Wisconsin Ave.  
Waukesha, WI 53186  
262-524-3681  
bgay@waukesha-wi.gov

**Phase 1 – Initial Project Meeting and Information and Data Gathering – \$1,975.00**

- *Initial Project Meeting and Community Conversation Planning - \$ 725.00*
  - WiLS will work with the library director to form a planning committee that will lead this process for the library.
  - WiLS will meet with the planning committee for a 2-hour session to start the planning process. This will include:
    - Review of roles, timeline and expectations of the planning process.
    - WiLS will provide the library with training and tools for designated library planning committee members to hold conversations with the community to gather information about how the library can align its resources and services to support the community in reaching its aspirations and addressing its challenges.
      - WiLS will:
        - Facilitate a community mapping process to identify potential conversation participants.
        - Provide participant invitation and conversation logistics best practices.
        - Provide toolkit and training for holding the conversations. This includes:
          - Facilitation guide and questions.
          - Sample note and theme documentation for capturing conversations.
          - Practice conversation session.
    - Should the library desire, instead of the library being equipped to engage the community through conversations, WiLS can facilitate any community conversations. The rate for this is \$480.00 per conversation.

- *SWOT analysis with a focus group of library staff - \$800.00*
  - WiLS will coordinate a process and facilitate a 3-hour in-person meeting of a focus group of library staff to perform a Strengths, Weaknesses, Opportunities and Threats analysis. WiLS will work with the planning committee to identify a focus group selection process. WiLS will document and theme information gathered during this process to be shared as part of the information gathered with the planning committee for developing the strategic plan.
- *Community Information and Data Assessment*
  - Demographic and Economic Data Assessment - \$225.00
    - Using data and tools from American Fact Finder, WiLS will identify and assess relevant demographic and economic information in the library's community.
  - DPI Annual Report Data Comparison - \$225.00
    - Using data and information provided to DPI in annual library reports, WiLS will do a comparison with other libraries with comparable population and revenues to assess service results, costs and trends.

## **Phase 2 – Community Survey –\$1,200.00 - \$2,350.00**

- *Standard – \$1,200.00*
  - WiLS will work with the library to administer a community survey to area residents. The survey will focus on the broader community and its perceptions of the library, in addition to specific service and usage questions. The library, with input from WiLS, will promote the survey to area residents through channels that will likely result in getting a high response rate. The survey WiLS has developed is a standardized survey we use with libraries for strategic planning. Request for customization will require discussion and may result in the need for an adjusted quote for this component.
- *Random – \$1,000.00*
  - Additional cost to administer the standard survey via random sampling to better reach non-users and better reflect demographics of the community. This includes purchasing 4,000 email addresses and additional time for analysis according to different demographics.
- *Spanish – \$150.00*
  - Additional cost to provide Spanish translation of the survey. This does not include a separate analysis of responses to the Spanish version of the survey. The library planning committee will be provided the raw data from the responses. If there is a significant level of response and the library would like a separate analysis of the results, WiLS can provide this analysis at the cost of \$75.00 per hour, not to exceed 10 hours.

## **Phase 3 – Strategic Plan Development – \$3,225.00**

- *Data and Information Webinar Review - \$900.00*
  - WiLS will develop and deliver a 1.5-hour webinar to review the data and information gathered in Phases 1 & 2 with the library planning team before the strategic plan development meeting. The committee will be provided a slide deck of the compiled information along with the data used for the slide deck.
- *Develop Foundational Elements of Strategic Plan - \$500.00*
  - WiLS will coordinate a process and facilitate a 2-hour in-person meeting of participants as selected by the library planning team to review and revise foundational plan elements, including mission and vision statement and core library values, to serve as foundational cornerstones to guide the development of strategic service goals and initiatives.



- **Strategic Plan Development Meeting - \$1,025.00**
  - WiLS will develop processes and provide facilitation services for a 4-hour in-person strategic plan development meeting of the library strategic planning team. The result of this meeting will be identification of strategic service goals for the library and initiatives that can be done to reach the goals.
- **Implementation, Communication and Ongoing Planning Process Development - \$800.00**
  - Following the development of the strategic plan framework, WiLS will facilitate the development of a framework for an ongoing planning assessment, prioritization, implementation and communication process that will be scheduled and coordinated on an annual basis to align with the library's budget planning calendar. This includes administering a plan activity prioritization survey prior to 4-hour in-person session to provide the library with a toolkit for the library to project plan and assess strategic plan goals and activities.

#### **Phase 4 – Writing the Strategic Plan Document - \$1,200.00.**

- WiLS will compile the results of the planning meetings to include with other documentation, including, when relevant, the data and information gathered, assessed and summarized during the course of the planning process report, to develop and write a strategic plan document.
- WiLS will coordinate a schedule with the library to complete writing the plan. This schedule will include coordination for library committee input to create a final draft for presentation to the library board.
- WiLS has allocated 16 hours for writing the strategic plan document. If additional writing time is requested beyond the 16 hours as it will be scheduled with the library in the previous bullet point, an adjusted cost for this component will be required.

#### **Cost Allocations and Terms of Agreement**

##### Cost Totals

Phase 1:	\$ 1,975.00
Phase 2:	\$ 1,200.00 to \$2,350.00
Phase 3:	\$ 3,225.00
Phase 4:	\$ 1,200.00
<b>Total:</b>	<b>\$ 7,600.00.00 to \$8,750.00</b>

- Costs include all preparation time; facilitation time; mileage expenses; and supplies for facilitation processes and documentation development.

##### Payment Schedule

Upon start of project:	\$2,500.00
Upon completion of Phase 4:	\$5,100.00 to \$6,250.00

##### Duration of agreement/cancellation

- WiLS and Waukesha P.L. will work together to identify a timeline of the different activities to complete each phase of service. If either WiLS or Waukesha P.L. need to alter the previously agreed upon timeline, such alterations should be made prior to the deadline date of the activity that will need to be rescheduled. If deadlines are repeatedly not met by Waukesha P.L. without communicating with WiLS, WiLS reserves the right to change the project timeline with Waukesha's approval of the new timeline. If the change in timeline will result in overlap with other projects to the extent that WiLS will not be able to complete the work with existing

staff resources, WiLS reserves the right to delay the project to a mutually agreed upon time or to cancel the project.

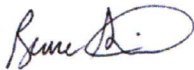
- During the course of the agreement the contracting parties have the right to stop work at any time and WiLS will be paid for any work and expenses incurred through the time of cancellation.

#### Other Terms

- WiLS indemnifies the City of Waukesha and the Waukesha Public Library from any and all debts, claims, and liabilities arising out of the proposal or the performance of the project as a result of the consultant's error, omissions, neglect, etc.
- In-person meetings and sessions will have an end time of no later than 6:00 p.m.
- As part of the above costs, WiLS calculates approximately 2 hours per month of communication time with the library to coordinate next steps, answer questions and discuss any potential changes to the project. This is beyond the meetings scheduled in the different phases of the project as documented in each phase of the MOU. Should communication be required by the library beyond this amount of time each month, WiLS will discuss with the library either creating a communication plan to maintain communications within this time range or providing a cost estimate to provide more communication time for the project.
- A strategic planning process is often an iterative process. There may be points during the planning project where information is discovered that leads to the potentially adding or removing a step or two to the planning process. When this occurs, if requested, WiLS will provide a cost estimate to perform the additional work.

Agreed to and accepted by:

**WiLS**



\_\_\_\_\_  
Signature

\_\_\_\_\_  
Bruce Smith

\_\_\_\_\_  
Name

\_\_\_\_\_  
Community Liaison

\_\_\_\_\_  
Title

\_\_\_\_\_  
February 16, 2018

\_\_\_\_\_  
Date

**Waukesha Public Library**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

## Waukesha Public Library Strategic Planning Proposed 2018 Timeline

### **Phase 1 – Initial Project Meeting and Information and Data Gathering**

- *Initial Project Meeting and Community Conversation Planning – April*
- *SWOT analysis with a focus group of library staff – May*
- *Community Information and Data Assessment – April/May*

### **Phase 2 – Community Assessment**

- *Community Survey – June*
- *Community Conversations – June/July*

### **Phase 3 – Strategic Plan Development Part 1**

- *Data and Information Webinar Review – July*
- *Foundational Elements of Strategic Plan Development Meeting – July*
- *Strategic Plan Development Meeting – August*
- *Implementation, Communication and Ongoing Planning Process Development Meeting – August/September*

### **Phase 4 – Strategic Plan Development Part 2**

- *Writing the Strategic Plan Document – September/October*

**Strategic plan presented to the Library Board by October 31, 2018**