

Ossining Public Library 2020-2023 Strategic Plan and Board Development – Engagement Approach Proposal

The intent of this document is to provide a high level overview of the approach INSIGHTS4U Consulting would take in working with the Ossining Public Library Board of Trustees and Staff to complete their 2020-2023 Strategic Plan and support/advise on board development activities, all with a focus on Diversity, Equity and Inclusion (DEI).

1. **Knowledge Immersion** – deep dive into and analysis of outcomes and impacts from previous strategic plans, demographics of current library service users, staff, Board of Trustees, and the Ossining community. Also, other intel that might help identify potential gaps in alignment and commitment to strategic plan having a DEI focus.
2. **Perform environmental scan/audit** – via individual stakeholder (Board and staff) conversations, focus groups, use of previous and/or possibly new survey.
3. **Facilitation of Planning Committee Meetings, inclusion of accountability check-in with individual and/or group committee members. Anticipation of 6 months of meetings with planning committee, sub-committees, and stakeholders, (3 to complete plan and 3 months of execution support).**
4. **Tracking and Reporting** - Provide Planning Committee with report, inclusive of data, learnings, and insights from environmental scan/audit to enable the drafting/presenting (**by ED or Consultant- TBD**) of the 2020-2023 strategic plan for approval. **Afterwards, continue to facilitate Planning Committee meetings to provide strategic plan progress reports prior to meetings.**
5. **In collaboration and partnership** with the Planning Committee and Ossining Public Library staff develop and help the timely execution of communications and activities designed to highlight milestones, achievements and overall progress to constituents and stakeholders.

This document outlines the engagement and includes overall activities, deliverables, and previously discussed budgeted flat fee option from Michael T. Holmes, Founder & Principal Consultant (hereafter referred to as Consultant). All services and engagements will be aligned and guided by Ossining Public Library's Board of Trustees and the Strategic Planning Committee.

B.	Engagement Activities and Potential Costs
<i>Activities to Achieve Goals</i>	<i>Potential Costs</i>
Knowledge Immersion by Consultant (already initiated during the partner consideration process)	Anticipation of: 40 hours (1 work week) to complete work, which might include conversations with Planning Committee members to get clarity Normal hourly rate: \$200 per - NA - per discussion of budget based flat fee
Perform environmental scan/audit <ul style="list-style-type: none"> • Board of Trustees • Management Team • Staff • Focus Groups (non & current service users) • Survey (TBD if applicable) 	Anticipation of: 7 individual conversations (1 hour each) = total of 7 hours 8 individual conversations (1 hour each) = total of 8 hours 76 people (2 groups of 25, 1 of 26) at 2 hours per group Facilitate 10 virtual meetings of 100 people per focus group at 1 hour each Total number of hours = 55 240 hours (6 work weeks) to complete work Total of potential hours for engagement and survey = 295 (approximately 8 work weeks) Normal hourly rate \$200 per – NA per discussion of budget based flat fee

Facilitate Planning Committee Meetings <ul style="list-style-type: none"> Initially twice monthly (potentially move to once monthly to enable completion of committee assignments) Individual and team accountability check-ins (to help overcome barriers and drive timely achievement of milestones) 	Anticipation of: Minimum of 6 months of meetings (90 minutes per each meeting) to reach preliminary milestone achievements. Complete strategic plan within 3 months of engagement. Support plan execution for additional 3 months. Total planning committee meeting hours = minimum of 18 Just in time outreach by consultant via phone and/or videos. Hours, speed of execution dependent on availability and responsiveness of members
Tracking and Reporting <ul style="list-style-type: none"> Individual conversations (themes and gaps) Focus Groups (needs and concerns) Survey (new data, trends, and insights) Plan execution updates Sub-committee progress 	Anticipation of: Continuous reports throughout engagement with process owners via planned meetings and just in time calls throughout engagement (minimum of 1 report prior to each committee planning meeting). Total hours to be determined. Normal hourly rate \$200 per – NA per discussion of budget based flat fee
In collaboration and partnership <ul style="list-style-type: none"> Internal and external communications Ideation relative celebratory activities and visibility of milestone Leveraging social media 	Anticipation of: Continuous meetings throughout engagement with process owners Normal hourly rate \$200 per – NA per discussion of budget based flat fee
Estimated Total Costs	Normal hourly rate \$200 per – NA per discussion of budget based flat fee of \$20K, \$30K if writing/drafting of the strategic plan is done by Consultant. Fixed fee eliminates potential hourly cost variations. Fee can be paid in installments to ensure client satisfaction on delivery of services.

D.	Key Deliverables Completed to Date
<ul style="list-style-type: none"> Initial conversation with Ossining Public Library's Executive Director, Karen LaRocca-Fels (done 6-24-20) Deliver documents regarding Board Development, Strategic Planning Services and Bio (done 6-24-20) Deliver list of references for Karen to contact by 7-17-20 (done by 7-16-20) Engaged with Karen LaRocca-Fels and Molly Robbins on 10-7-20 to answers questions and discuss next steps Deliver overview of engagement approach for Board of Trustees by 10-14-20 (done 10-13-20) Engage with Ossining Public Library Board of Trustees via Zoom on 10-26-20 	

E.	Estimated Timetable of Engagement
The following timetable could be implemented after an agreement is confirmed: <ul style="list-style-type: none"> Proposal Acceptance (signed and returned – 10-30-20) Begin Knowledge Immersion work – 10-31-20 Begin communications with Board of Trustees and Management staff week of 11-2-2020 Initiate individual Board and Management conversations week of 11-9-2020) Confirm use of survey or not by 11-20-2020 Begin all other key actions and tactics week of 12-7-2020 Complete first draft of strategic plan by week of 3-15-2021 Facilitate meetings and communications to support plan execution 3-15-21 to 6-15-21(i.e. planning committee meetings, reports, and activities to celebrate milestones. 	