

The Washington Library Association (WLA) is seeking a dynamic, forward-thinking, and innovative association management firm or company to manage the day-to-day financial and strategic operations of the library association.

The Washington Library Association

Request for Proposals

Brianna Hoffman

Washington Library Association, Request for Proposals (RFP) for a Professional Association Management Firm

The Washington Library Association (WLA) is seeking a dynamic, forward-thinking, and innovative association management firm or company to manage the day-to-day financial and strategic operations of the library association. **The deadline for submittals is 5:00pm on Friday, June 3, 2016.** See below for specific information and requirements.

SUBMIT PROPOSAL TO:

Washington Library Association
Executive Board
C/O Brianna Hoffman, President
Bkhoffman1981@gmail.com
509-380-1171

ABOUT THE WASHINGTON LIBRARY ASSOCIATION

The Washington Library Association (WLA) is a resource for libraries and the people who make them great! WLA is a vibrant and effective advocate for libraries, library professionals and library allies. It's also a community where its members learn, grow professionally, develop strong relationships & have fun.

Washington's citizens rely upon libraries to further their education, enhance their skills in the workplace, fully function in today's global society, and enrich and enjoy their daily lives. The Washington Library Association provides the leadership needed to develop, improve, and promote library services to all Washington residents. WLA currently has over 1,100 members from public, school, academic, and special libraries from across the state of Washington. WLA also counts many "Friends of the Library" groups and library board and trustees members among its general membership, as well as 48 institutional members.

WLA operates with [a] nine-person, membership elected executive board as well as various committee, division, and section leadership. WLA has an annual operating budget of approximately \$350,000.00. More information about WLA is available on our website at www.wla.org.

BACKGROUND

The Washington Library Association contracted with Melby, Cameron, and Associates (MCA) in 2008 when it became obvious that the volunteer organization required professional

management of financials, continuing education events, and strategic leadership support. In March 2016, MCA was acquired by a new management company.

In the last two years, WLA has undergone multiple changes. The first was being approached by the Washington Library Media Association (WLMA) regarding a possible merger of associations. The WLA Board voted to merge with WLMA in 2014, effectively doubling membership.

The addition of over 700 new members prompted WLA leaders to consider updating the organization's structure in ways that would foster a welcoming renewal of member engagement. Prior to the WLMA merger, Interest Groups (IGs) were the primary way members became active in the organization, but IGs have struggled to recruit leaders or remain active whatsoever. WLA leaders created a task force charged with drafting a proposal for a new organizational structure and the necessary by-law changes involved. Over the course of two years, the task force proposed an elimination of IGs in favor of Sections along the lines and terminology of the structure of the American Library Association. The proposal also added four distinct Divisions for different library types: Public, Academic, Special, and School. WLA membership, including the newly merged WLMA members, voted to accept the proposed structure as well as the amendments to the bylaws in March of 2016.

WHAT WLA IS LOOKING FOR

The WLA is searching for a professional management company with the strategic planning and financial expertise to assist the organization under the new organizational structure. The ideal candidate will be a partner and teammate that the WLA can work with collaboratively and transparently as we together support and serve the Washington library community as a whole. WLA seeks a professional management company that can guide the executive board in its strategic direction, one aligned with the evolving role that libraries play in Washington's diverse communities.

WLA is seeking both financial management as well as strategic support overall and for certain key events. WLA currently holds two large state-wide conferences per year. In 2016, WLA will offer two state-wide conferences as well as an "un-conference." WLA seeks a management company that can support continuing education offerings in the form of conferences and workshops.

SCOPE OF SERVICES

Please see Attachment A for WLA's desired scope of services.

PROCESS FOR QUESTIONS

For questions regarding WLA's RFP process or the services being sought, please contact WLA President Brianna Hoffman via email at Bkhoffman1981@gmail.com or via telephone at 509-380-1171 before the submission deadline.

PROCESS AND TIMELINE FOR SELECTION

WLA's process and timeline for selecting an association management company are as follows:

May 9, 2016 – RFP Released, Submissions Accepted

WLA will release the RFP on Monday, May 9, 2016 and will accept submissions anytime on or after that date until the deadline for submissions.

June 3, 2016 at 5:00 p.m. – Deadline for RFP Submittals

Submittals must be received by WLA President Brianna Hoffman via email by the above deadline. Management companies interested in submitting a proposal are encouraged to contact the WLA President with any questions. **Submittals received after this deadline will not be considered.**

June 6, 2016 – June 13, 2016 – Consideration of Submittals and Interviews with Selected Candidates if Desired

The WLA Executive Board will select candidate(s) from submittals for interview(s) if desired. This process will include review of submittals, references, and other information as necessary, as well as rating of submittals.

June 14, 2016-June 24, 2016 – Selection of Candidate and Negotiation of Contract

The Executive Board of WLA will attempt to negotiate a satisfactory contract with the preferred candidate. If the Executive Board determines, at its sole discretion, that the negotiation is not proceeding satisfactorily, the Executive Board may terminate negotiation with the preferred candidate and may begin negotiation with another candidate.

June 27, 2016 – Executive Board of WLA – Approval of Contract

The Executive Board of WLA will approve the contract with the selected candidate. Contract will **begin July 1, 2016**, and run for one year.

SUBMITTAL REQUIREMENTS

To be considered, interested parties must submit by deadline a proposal package that includes the following:

- Letter of interest – must be no more than two pages (note: one page is one side of an 8.5"x11" paper) in length.
- Summary of qualifications, experience and availability. It should also include key staff members who will be participating.
- Proposed approach to managing WLA – including financials, continuing education needs, and strategic leadership support. Please refer to Attachment A, Scope of Work in documenting your proposed approach.
- Proposed budget – must include detailed project costs, by tasks and estimated hours or percentage of time required. Actual compensation is subject to contract negotiation. Please refer to Attachment A, Scope of Work to determine proposed budget.
- A minimum of three examples of work in association management or relevant experience.

EVALUATION CRITERIA

The following will be considered in evaluating each proposal:

- Completeness of response to the RFP requirements
- Experience with similar organizations
- Creativity of approach
- Demonstrated knowledge/experience working with professional association boards
- Demonstrated event planning knowledge/experience including venue selection and contract negotiation
- Cost

GENERAL INFORMATION

A. The Washington Library Association adheres to the core values of defending privacy and confidentiality, encouraging diverse library collections, and intellectual freedom. WLA requires all management companies to affirm that they do not discriminate against individuals or organizations because of their race, color, marital status, age, sex, national origin, handicap, creed, sexual orientation, or gender identification.

B. All proposals submitted will become available for review by anyone in the Washington Library Association requesting to do so.

C. The Washington Library Association reserves the right to cancel or reissue the RFP or to revise the timeline at any time. WLA reserves the right to reject any and all proposals and waive minor irregularities in the proposal process. WLA may accept any proposal if such action is believed to be in the best interest of the association.

D. The Washington Library Association is not liable for any cost incurred by the proposer prior to the execution of a contract.

ATTACHMENT A
SCOPE OF SERVICES

The proposed scope of services must include at a minimum, the following items. The successful candidate will be able to:

Board Responsibilities (Up to 2 in person and 3 online meetings per year)

- Prepare board packets and distribute electronically
- Attend and facilitate up to two in person board meetings annually including Strategic Leadership Meeting (summer of each year)
- Facilitate either in person or online annual new board member orientation
- Prep and distribute minutes and attendance record not less than 7 days prior to meeting
- Prep and distribute agenda 7 days prior to meeting
- Prep and distribute meeting notices electronically and manage RSVP's
- Collect and assist with Committee, Liaison and Section reports to the board
- Take and process minutes at all board meetings
- Participate in online meetings
- Maintain historical minutes electronically
- Update bylaws and policies and procedures as directed by the board
- File annual corporate statement with the State of Washington in a timely manner
- Attend American Library Association (ALA) events as requested
- Participate in the ICLAE (International Council of Library Association Executives) listserv and events

Office Facilities

- Provide office to serve as WLA headquarters Monday – Friday during normal business hours
- Provide mailing address, phone and voicemail
- Provide storage of files and materials, current and historical
- Answer or route all correspondence and phone calls
- Serve as registered agent
- Maintain schedule of events
- Serve as Executive Director and provide administrative presence

Conference Coordination (Minimum 1 per year)

- Conduct site selection by identifying potential properties and soliciting proposals
- Negotiate firm contracts with hotels approved by the Board
- Monitor contractual agreements throughout the conference
- Implement the conference schedule

- Develop all conference materials and packets
- Oversee printing and distribution of all conference materials
- Compile instructor information for CE approval
- Solicit sponsorships, advertisers and exhibitors
- Handle all correspondences and follow-up with presenters, exhibitors, sponsors and attendees
- Create and distribute Certificate of Attendance if requested
- Conduct all meeting planning functions with the hotel, A/V, Entertainment including negotiations, menu determination, room assignments.
- Provide staffing at event
- Process all registrations and related fees/payments as received
- Process all sponsorship and exhibitor invoices and payments
- Create all conference signage
- Track and monitor all conference expenses and revenues, providing monthly reports to the Conference Chair and the President
- Invoice all parties for any Accounts Receivables no later than ten days following the conference
- Prepare a final accounting of the conference income and expenses no later than 60 days following the end of the conference
- Set up online registration form for WLA, WLMA and WALE Conferences and Continuing Education Events
- Process all registrations and related fees/payments for WLA, WALE and WLMA Conferences, and Continuing Education Events
- Provide electronic registrant file to WALE and WLMA Conference committees

Committee Work

- Implement reasonable and customary requests from committee chairs
- Assist in recruiting and organizing committee volunteers
- Coordinate online meetings as necessary
- Maintain current committee rosters on website
- Staff committees as requested via online meetings

Membership

- Manage and update membership database
- Maintain and update marketing materials
- Mail prospective member packets, including applications and personalized letter to all prospects
- Assist in implementation of membership promotion/recruitment and retention plans

- Receive and record and process all member applications
- Prior to each board meeting, update dashboard report
- Send each new member a welcome kit and other appropriate materials
- Prepare and send “Drop letters” annually
- ListServ maintenance and monitoring

Web Services

- Manage website updates
- Recommend and support ongoing development and improvements to site
- Website redesign not included
- Provide as needed technical assistance to Section leaders and other WLA members responsible for managing their own pages at www.wla.org.

Financial Management

- Work with WLA Treasurer to oversee all bookkeeping
- Provide financial reports for Board meetings
- Maintain financial records
- Invoice and collect member dues
- Prepare bank deposits
- Reconcile statements and report any discrepancies
- Prepare and follow up on all Accounts Receivables
- Advise Treasurer on cash flow management and investment opportunities
- Receive, verify, and prepare checks for payment of bills in accordance with association policies and procedures
- Prepare financial statements
- Coordinate annual corporate tax returns
- Coordinate independent audits