

# ALD Board of Trustees Strategic Planning Committee Report (June 2019)

*Committee Members: Katie Clark (chair), Jason Capell, Cindy Cleary, Hafsa Abdus-Shakur, Cynthia Carmona, Anne Chomyn, Sharon Collins, Juanita Gutierrez, Monica Hubbard, Veronica Jones, Cherri King; Jill Barnes-Hawkins*

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## I. Formation & Scope of Work

The Strategic Planning Committee is a Special Committee tasked with developing a new strategic plan for the Altadena Library District. The work of the SPC will be supplemented and/or facilitated by a strategic planning consultant hired by the District.

## II. Strategic Planning Consultant

Skype interviews were scheduled and conducted by Katie Clark and Cindy Cleary on May 23rd and 24th with four potential firms/individuals (Margaret Sullivan Studios, Joseph Matthews, Leading Change Consulting, and Rauch Communications) determined to have merited further consideration.

Each interview was capped at forty-five minutes in length, and posed the same questions to each firm:

- What experience do you have leading strategic planning processes? Can you describe a relevant example of a strategic planning process you led which resulted in a plan being adopted by the agency?
- In your opinion, what do you (or your team) see as the largest problem facing libraries generally, and - from what you've seen thus far - facing our library district in particular?
- The District is interested in using our outreach process here as a test case for better public outreach generally. How could you assist us in that process? What are some examples of public outreach strategies that you have used that have produced the best results?
- What unique capabilities do you/your team bring to this project?
- Having read some about our District and about our planning process thus far, what, in your opinion, are we missing or overlooking?
- The District is also in the process of hiring a permanent director, which may be accomplished as soon as August or September. How would that impact your recommendations for the strategic planning process?
- [Specific questions on cost/timeline, which varied per proposal]

At the conclusion of each interview, both interviewers independently scored each category using the matrix found below. At the conclusion of the interviews, the results were compiled and tabulated, with the following results:

### MARGARET SULLIVAN STUDIOS

Evaluation Criteria	Maximum Points Possible	Margaret Sullivan Studios - KC	Margaret Sullivan Studios - CC	Weight	Weighted Total
Experience in Leading a Strategic Planning Process (including having led a strategic planning process that resulted in an adopted plan)	50	50	50	0.2	20
Key Personnel Qualifications and Experience (especially with libraries and library districts)	50	45	48	0.2	18.6
Ability to conduct a relevant outreach process	50	48	50	0.15	14.7

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Understanding of Project: Ability to clearly communicate goals and generate excitement about the process with trustees, staff and members of the community	50	50	50	0.15	15
Creativity, originality, and ability to bring new ideas to the District's planning process	50	50	50	0.1	10
Ability to meet timeline	50	45	48	0.1	9.3
Detail of Cost Proposal	50	40	40	0.1	8
<b>TOTAL</b>					<b>95.6</b>

**RAUCH COMMUNICATION CONSULTANTS**

Evaluation Criteria	Maximum Points Possible	Martin Rauch - KC	Martin Rauch - CC	Weight	Weighted Total
Experience in Leading a Strategic Planning Process (including having led a strategic planning process that resulted in an adopted plan)	50	45	48	0.2	18.6
Key Personnel Qualifications and Experience (especially with libraries and library districts)	50	35	35	0.2	14
Ability to conduct a relevant outreach process	50	40	30	0.15	10.5
Understanding of Project (ability to clearly communicate goals and generate excitement about the process with trustees, staff and members of the community)	50	42	45	0.15	13.05
Creativity, originality, and ability to bring new ideas to the District's planning process	50	42	30	0.1	7.2
Ability to meet timeline	50	45	50	0.1	9.5
Detail of Cost Proposal	50	50	50	0.1	10
<b>TOTAL</b>					<b>82.85</b>

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**JOSEPH MATTHEWS**

Evaluation Criteria	Maximum Points Possible	Joseph Matthews - KC	Joseph Matthews - CC	Weight	Weighted Total
Experience in Leading a Strategic Planning Process (including having led a strategic planning process that resulted in an adopted plan)	50	50	50	0.2	20
Key Personnel Qualifications and Experience (especially with libraries and library districts)	50	42	40	0.2	16.4
Ability to conduct a relevant outreach process	50	40	40	0.15	12
Understanding of Project: Ability to clearly communicate goals and generate excitement about the process with trustees, staff and members of the community	50	35	30	0.15	9.75
Creativity, originality, and ability to bring new ideas to the District's planning process	50	35	30	0.1	6.5
Ability to meet timeline	50	45	45	0.1	9
Detail of Cost Proposal	50	45	45	0.1	9
<b>TOTAL</b>					<b>82.65</b>

**LEADING CHANGE CONSULTING**

Evaluation Criteria	Maximum Points Possible	Leading Change Consulting - KC	Leading Change Consulting - CC	Weight	Weighted Total
Experience in Leading a Strategic Planning Process (including having led a strategic planning process that resulted in an adopted plan)	50	35	40	0.2	15
Key Personnel Qualifications and Experience (especially with libraries and library districts)	50	35	30	0.2	13

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Ability to conduct a relevant outreach process	50	40	48	0.15	13.2
Understanding of Project: Ability to clearly communicate goals and generate excitement about the process with trustees, staff and members of the community	50	40	40	0.15	12
Creativity, originality, and ability to bring new ideas to the District's planning process	50	40	30	0.1	7
Ability to meet timeline	50	40	40	0.1	8
Detail of Cost Proposal	50	45	40	0.1	8.5
<b>TOTAL</b>					<b>76.7</b>

Margaret Sullivan Studios was the clear choice by a substantial margin. An agreement is being negotiated and should be signed by the date of this meeting, with work to begin as soon as possible.

**III. Committee Members' Reports**

Committee members have continued to reach out to their friends, neighbors, and networks to ask questions about the Altadena Library District, and peoples' experiences with it (see last month's report for a comprehensive list). The following have since been reported as needs/desires:

- Adding electric car charging stations at both the main and branch libraries
- Ongoing computer classes for seniors at Bob Lucas Branch in the mornings

**V. Recommendations**

The Committee has no Board action to recommend at this time.

*Report prepared by:*  
Katie Clark, Strategic Planning Committee Chair