

# CCETC Strategic Planning Consultant RFP

February 22, 2021

Cornell Cooperative Extension of Tompkins County (CCETC) is currently engaged in a strategic planning process for our 2021-2025 plan. This process is led by a Strategic Planning Committee (SPC) made up of staff and Board members. The SPC has already begun the process and collected certain data, including one community meeting, a draft list of stakeholders, and interviews with the organization’s Leadership Team members.

The SPC is seeking an external consultant to help finalize the strategic planning process by carrying out the following scope of work::

Responsibility	Description
Provide process outline	Propose a process that will achieve a strategic plan by the deadline. Include how decisions & results will be reached, and checkpoints for interaction with the Strategic Planning Committee.
Analyze data from community focus groups (13-14 transcripts) and other data already collected.	Identify, through a needs assessment, emergent cross-cutting themes
Establish a process by which staff/Board can assess needs of 15-20 key community partners.	This may be structured as interviews (carried out by staff/Board), focus groups, surveys, or a review of partner strategic plans.
Complete environmental scan.	What are the demographics of Tompkins County? How do our program participants match/not match demographics? What is the landscape of other organizations? What are key needs expressed by partner org strategic plans? What trends will affect the next 5 years in the realm of demographic, sociocultural, macroeconomic, political-legal, technological, and global trade issues?
Facilitate all-staff strategic planning meeting (1 hr)	Help clarify goals, plan, and facilitate sessions. Depending on consultant recommendations, these sessions might include: - SWOT analysis or other strategic planning activities - generating specific strategy goals per program area - gathering feedback on strategic plan draft - review of vision, mission, values - needs assessment
Facilitate Board strategic planning retreat (estimated 3 hrs)	
Facilitate community meeting to give feedback on draft plan	Evening/weekend session to give underrepresented community members an opportunity to weigh in on our strategic plan.

<p>Draft strategic plan and incorporate feedback from approver groups:</p> <ul style="list-style-type: none"> <li>● Strategic Planning Committee</li> <li>● Leadership Team</li> <li>● CCETC Board</li> </ul>	<p>Strategic Plan: Relatively brief plan that is actionable, accessible &amp; inspiring to staff and community, helps to build relationships &amp; funding opportunities. Ideally, a living document. We'd like to identify approximately 5 cross-cutting strategic goals that have risen to the surface with some sub-goals. Not looking for a detailed action plan; that will be the work of issue/program areas.</p> <p>Implementation Plan: Suggest procedures/strategies for monitoring progress towards goals and/or modifying strategic plan for changes in the external environment.</p>
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We expect that the consultant will meet with the SPC biweekly.

## Deliverable Deadlines

1. Strategic Process Outline: ~~March 15, 2021~~ March 31, 2021
2. Working Draft of Strategic Plan: May 15, 2021
3. Final Draft of Strategic Plan: July 15, 2021

## Proposals

We are seeking brief proposals which contain the following:

- Your experience in strategic planning and facilitation, especially your experience in facilitating a diverse, equitable, and inclusive process and your experience working with a comparable organization with diverse program areas. Please provide links to previous strategic plans for which you have led the process.
- Your experience with CCETC (not required), and/or your experience ability to develop strategic plans in collaboration with a committee.
- Questions you have in regards to the strategic planning process.
- Proposed cost. We are seeking competitive proposals under \$15,000.

## Proposal Timeline

Proposals are due by ~~February 28~~ EOD March 5. The SPC plans to interview potential facilitators and make a decision by March 15.

## Contact

Please send proposals and questions to Amina Omari at [ao33@cornell.edu](mailto:ao33@cornell.edu). Please put "Strategic Planning RFP" in the subject line of your email.