

LACKAWANNA COUNTY LIBRARY BOARD
REQUEST FOR PROPOSAL
FOR
MARKETING AND MANAGEMENT CONSULTING SERVICES

January 20, 2015

NOTICE IS HEREBY GIVEN that pursuant to a fair and open process, sealed submissions will be received and reviewed by the Lackawanna County Library Board (the "Board") for Marketing and Management Consulting Services for the Lackawanna County Library System ("LCLS") and its seven member libraries.

Respondents must make their submissions by **4:00 p.m.** prevailing time on **Friday, February 20, 2015**, at the LCLS office at 520 Vine Street, Scranton, PA 18509.

The LCLS Administrator will be available by telephone (on an appointment basis) to answer the questions of potential respondents. Respondents desiring to schedule a telephone conference should contact LCLS at 570-348-3003.

Submissions received will be reviewed and evaluated by the Board, based upon such criteria as the Board, in its sole discretion, deems appropriate. The Board reserves the right to request clarification or additional information from any respondent.

The Board reserves the opportunity to modify this Request for Proposal at its own discretion and without prior notice, and to waive any immaterial defect or informality in any proposal as may be permitted by law.

PURPOSE:

The purpose of this Request for Proposal is to solicit interest from qualified firms and/or individuals to provide professional services for LCLS.

PROCEDURES FOR RESPONDING TO REQUEST FOR PROPOSAL:

1. One printed copy and one electronic copy of the submission must be provided. Proposals must be submitted to the Lackawanna County Library Board, c/o Mary Garm, Administrator, 520 Vine Street, Scranton, PA 18509.
2. The printed proposal must be submitted in a sealed envelope with the name of the firm submitting the proposal and the term **MARKETING AND MANAGEMENT** clearly marked on the outside of the envelope. LCLS assumes no responsibility for delays in any form of carrier, mail, or delivery service causing the submission to be received after the above-referenced due date and time. The electronic copy of the proposal should be submitted to **garm@albright.org**.

CRITERIA FOR EVALUATION OF PROPOSAL:

The Board will independently evaluate each submission and selection will be made upon the following criteria:

1. Experience and reputation in the marketing and management fields.
2. Knowledge of the subject matter of services to be provided to LCLS;
3. Knowledge of LCLS, its affairs and operations;
4. Availability to accommodate any required meetings of LCLS, its Board, member libraries, or committees;
5. Ability to meet timelines and schedules for completion on an expedited basis as set forth by the Board;
6. Maintenance of a legal office in Lackawanna County; and
7. Other factors determined to be in best interest of the LCLS in the Board's sole discretion.
8. Any final selection shall be made at the sole discretion of the Board.

PROPOSAL REQUIREMENTS

The Board is requesting proposals for Marketing and Management Consulting Services, which should include:

1. Scope of Services
2. Resume(s);
3. Conflict of Interest

The following explains what the Board expects in each of the major sections:

Scope of Services: Provide details of the firm's or individual's proposal to provide the professional services requested. The minimum qualifications established by the Board are:

- Must have a minimum of five (5) years' experience in developing a library marketing campaign, including development of websites, electronic marketing tools, logos, tag lines, posters, flyers, and advertisements.
- Must have graphic arts capabilities.
- Experience in photography and development of video, including production of commercials and promotional pieces, is also desired.
- Must be available to work with the various organizational units that comprise LCLS, including the Board and administration, the member libraries, and standing and ad hoc committees.

- Must have experience consulting in various management areas, including communications and fund development.

Please note that the firm or individual selected will be responsible for:

- Day-to-day management of the LCLS website and other electronic media, including newsletters, calendars, social media, in-library promotions, and emerging digital opportunities.
- Production of promotional materials, on a weekly basis, for in-house electronic displays at all libraries.
- Maintaining relationships with the seven LCLS member libraries and the Lackawanna County Community Relations Office.

Resume(s): All resumes submitted shall include the following:

1. Name and address of firm and the corporate officer authorized to execute agreements;
2. A brief description of firm's history, ownership, organizational structure, and location of management;
3. The names, experience, and proposal of the individual primarily responsible for services to LCLS;
4. A listing of library clients with which you have or have had contracts; include the name, address, and telephone number of the contact person;
5. A statement of assurance to the effect that your firm is not currently in violation of any rules or regulations that may have impact on your ability to provide services;
6. A statement that your firm is not involved in any current litigation with LCLS.

Conflict of Interest: All submissions must state that there are no conflicts of interest to which the firm would be subject if it were to provide the requested services on behalf of LCLS.

Fee Schedule: Submit proposed fees for a three (3) year contract, beginning in March 2015.

RESERVATION OF RIGHTS

The Board reserves the right to reject any and all submissions, in whole or in part, and to waive any immaterial defect or informality in any submission as may be permitted by law.

CONFIDENTIALITY:

This Request for Proposals, and all submissions received in response, will remain confidential (with the exception of information that was previously public information), and will not be used for any purpose other than the evaluation of the submissions received by the Board.