

REQUEST FOR PROPOSAL
State Legislative Liaison Services

Background

The South Carolina Association of Public Library Administrators (SCAPLA) seeks to strengthen ties among public library administrators (meaning any chief executive of a county or municipal library system) in South Carolina; to foster closer cooperation between public library administrators, the South Carolina State Library, the South Carolina Library Association and its' affiliates, and other interested groups dedicated to the mutual goals of continued public library development and improved funding of public libraries within South Carolina. It counts as its goals to promote public awareness and support for public libraries in South Carolina, to encourage discussions among public library administrators to seek solutions to common problems; and to provide continuing education opportunities for public library administrators.

SCAPLA historically has received funding from annual dues paid by each county or municipality.

Works closely with the State Library to secure funding for State Aid to Public Libraries, the needs of the State Library and its staff, and for various statewide programs and services administered by the State Library.

Description of Services

SCAPLA is seeking proposals from qualified consultants/firms/individuals ("consultant") to create and implement strategies that build awareness of and advocacy for public libraries and their impact on the well-being of all South Carolinians. The consultant will monitor and report on legislative issues during the South Carolina Legislative session as well as strengthen the membership's ability to effectively advocate for its needs at the local and federal level. The consultant must have a successful record and demonstrated experience in establishing and maintaining bipartisan relationships with a network of access to legislators and staff. The consultant must also have effective communications skills and a working knowledge of public library issues, with a demonstrated history of success with legislative efforts.

Scope of Services

The consultant will:

Lead the CEOs of public libraries throughout SC in the development of advocacy strategies and tactics that result in increased support of public libraries, including state aid, lottery funding, and other state and national legislative fiscal opportunities.

Monitor the South Carolina Legislature for legislation proposed which may impact public libraries and their impact on the well-being of all South Carolinians.

Develop and implement a proactive advocacy and awareness plan in conjunction with SCAPLA members and/or committees.

Services will include but are not limited to:

Maintain close working relationships with SCAPLA's leadership and provide regular updates on activities performed on SCAPLA's behalf as required.

Assist with setting up meetings with legislators and agency personnel as requested.

Draft briefs, communications, messages and talking points libraries that resonate with legislators.

Keep abreast of legislation, bills and/or amendments proposed by others that may impact Public Libraries; Track and report bill progress, read and summarize relevant bills and share in timely manner with clients.

Proactively contact and coordinate with key stakeholders (State Agency Directors, representatives of non-profits, educational entities, for example) to build support for SCAPLA's interests.

Attend in person or remotely regular and special meetings of SCAPLA's membership. Assist committees and/or SCAPLA leadership in prioritizing the legislative agenda in preparation for the upcoming legislative session.

Provide legislative training as needed for clients and their advocates that ensure effective and timely communications on key issues impacting public libraries.

Comply with all ethics laws.

Duration of agreement

The relationship created by this document would begin on July 1, 2022, concluding on June 30, 2023. The resultant contract would be able to be renewed subject to input of the membership, and could be ended by either party with thirty (30) days notice.

Proposal Schedule and Submittal Instructions

Estimated timeline:

Proposal due date: January 31, 2022

Proposal Review: Early February 2022

Finalists' presentations/interviews: Late February 2022

Final selection: Early February 2022

Proposals delivered by email to: Blair Hinson, SCAPLA president, at bhinson@oconeesc.com

Proposals shall contain the following information:

A proposal containing:

Firm's qualifications and resumes/bios of key personnel.

The name of the consultant's associate or employee who serve as SCAPLA's Liaison as well as others assigned to SCAPLA.

A statement of the consultant's relevant experience and qualifications.

Firm's philosophy / approach.

Knowledge of Public Libraries in South Carolina.

Depth of SC Legislative leadership and agency director relationships appointed and elected positions.

Explanation of Firm's current political consulting services and relationships.

References from clients for whom the consultant has provided related consulting services.

The total annual fee.

Proposal Review

Proposals meeting the requirements of this RFP will be provided to the selection task force for their review and consideration.

Contact

Questions relating to this RFP and formal proposal should be directed to Blair Hinson, SCAPLA president, at bhinson@oconeesc.com. Questions may also be directed to 864-364-5705.