

CLEVELAND PUBLIC LIBRARY

Finance Committee

November 17, 2015

**RESOLUTION TO ENGAGE SYNCHRONICITY CONSULTING, LLC
FOR STRATEGIC PLAN IMPLEMENTATION SERVICES**

- WHEREAS, Cleveland Public Library is committed to a vision of our community where Clevelanders from all walks of life are continually learning, sharing, and seeking out new knowledge in ways that are beneficial to themselves, our community and the world; and
- WHEREAS, The Library has put a stake in the ground and declared that the center of learning for our diverse and inclusive community should and must be here at the Cleveland Public Library; and
- WHEREAS, To that end, the Library is creating customized learning opportunity networks for the public through The People’s University project that will shift library programming from “learning about” to “learning to be”; and
- WHEREAS, The Library must take strategic steps to focus its programming into a portfolio of educational offerings that align with the desired outcomes of The People’s University project, and position the department of Outreach and Programming Services as the nucleus of this endeavor; and
- WHEREAS, The Library recognizes the need to engage a professional services firm with expert knowledge and skills in executing educational strategy to work through this transformation; now therefore be it
- RESOLVED, That the Board of Library Trustees authorizes the Executive Director, CEO, or his designee, to enter into an agreement with Synchronicity Consulting, LLC, subject to the approval of the Chief Legal Officer, to provide the services as outlined in their proposal in an amount not to exceed \$70,000 (including reimbursables) to be charged to General Fund Account 11980053-53710 (Professional Services).



Education Strategy Proposal

for

Cleveland Public Library

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I. Situation Appraisal

Cleveland Public Library (CPL) is embarking on a new strategy grounded in historical relevance to its patrons: *The People's University (TPU)*. *TPU* has the depth to inspire and guide the library's place in the 21st century. In a field that's losing ground in the core business of circulation, programming and other forms of patron engagement are essential to the library's future. Locally, CPL is an essential Cleveland institution well positioned to leverage the city's renaissance, and to reinvent itself by building on the library's core values and stewarding the spirit behind *The People's University*. The next iteration of Cleveland Public Library is one that is customized and centered in patron relevant engagement.

Included in this effort is the development of a *TPU* execution plan, and complementary internal process that positions CPL to achieve the following:

Objectives

- *Crystalize CPL's place in the community's knowledge economy including PreK-12 student achievement and academic performance, entrepreneurship, and other adult learning*
- *Increase CPL's presence and impact in education with a big E through offering a portfolio of best and next practice programming*
- *Fully develop and execute a comprehensive strategy to launch and sustain TPU as the guiding post for a new core business model, and next practice in the field*

Deliverables

- *Serve as an advisor to the executive team and the office of Outreach & Programming Services to design a comprehensive education philosophy and strategy that aligns with the vision and desired outcomes of TPU*
- *Support the development of a transition plan with the office of Outreach & Programming staff that identifies programming and target goals for the launch of TPU*
- *Audit the current education portfolio*
- *Facilitate partnerships for program and initiative delivery as needed*
- *Participate in the overall planning for TPU which includes sessions with senior staff and the lead consultants (Shark & Minnow) as needed but not to exceed the agreed upon time and scope*

The approaches used are grounded in appreciative inquiry, design thinking, and implementation science. The overall process for the approaches are organized into the following phases with key activities.

II. Scope of Work and Cost

Phase	Key Activities
I. Conception and initiation	<ul style="list-style-type: none">•Engagement session (s)•Information and material mining•Programming audit
II. Definition and planning	<ul style="list-style-type: none">•Design philosophy, guiding principles, and practices•Staff and partner session(s)
III. Execution and launch	<ul style="list-style-type: none">•Transition plan development•Staff and partner session(s)•Execute demonstrations and test patron impact
IV. Performance and continuous improvement	<ul style="list-style-type: none">•Alignment to Project Outcome measures•Revision recommendations

The cost for agreed upon deliverables as described above to support the specific components of the project scoped for Synchronicity Consulting not to exceed 60 hours each month with identified and agreed upon staff, partners, and project consultants from December 1, 2015-June 30, 2016 is \$63,000.

Fee and Payment Terms

The fee for this project is \$63,000 plus expenses. There is a 50% deposit required to commence work, with the balance paid in monthly installments by the 15th day of each month.

All fees are developed by project and include staff time and some material cost. Excessive travel, meals, extensive materials, and other incidentals are subject to additional charges. These charges are billed monthly and due on presentation of an invoice.

III. Organizational Background

Synchronicity is a professional services firm that delivers facilitation, execution management, and research & planning services through a collaborative team of consultants. Sonya Pryor-Jones is the CEO of Synchronicity Consulting LLC, and in 2011 launched Synchronicity, a boutique consultancy, supporting clients in the cultivation and execution of ideas. Clients include Big Picture Learning, Cleveland Public Library, Cuyahoga Valley National Park, First Interstate Properties, MAYA, Destination Cleveland, Greater Cleveland Sports Commission, and TIES. Sonya is also a sought after speaker with engagements including the Make Magazine Education Forum, Aspen Ideas Festival, National Governors Association, Teach for America, and the Project Lead the Way Innovation Summit discussing innovation in education, and the role of teaching and learning in today's global society.

Sonya is an educator by training in adult learning and development. She is a life long learner and change agent with over 15 years of experience in education leadership, community development, and philanthropy. Sonya has been involved in some of Northeast Ohio's most high risk and high reward initiatives ranging from the opening of the community's first Blue Ribbon charter school to the design and launch of a regional education effort for STEM (science, technology, engineering, and math) education with over 50 non profit and business partners. Most recently, Sonya served as the Director for a place based neighborhood transformation initiative implementing cradle to career strategies for student success. In March 2015 Sonya joined MIT's Fab Foundation to serve as the Chief Implementation Officer.

Sonya received a B.A. in International Studies and History from Kenyon College, and a M.Ed. in Education from Cleveland State University. She also holds Certificates in Executive Education and Appreciative Inquiry from The Weatherhead School of Management at Case Western Reserve University.

A community leader, Sonya is a Cleveland Foundation CORO Executive Fellow, and a German Marshall Memorial Fellow. Sonya has also served the community on numerous boards and committees. Including Invest In Children, (co-chair) Church of the Master American Baptist Church (vice-president), Sankofa Fine Arts Plus, ACE Mentor Program, Glenville Development Corporation, South Euclid Neighbors, and the Workforce Investment Board Youth Council.

Sonya is a fitness enthusiast. She is a certified Zumba instructor and member of Black Girls Run. She and her family are also active members in their neighborhood association.