



**Sales/Recruitment
Request for Proposal
October 14, 2019**

I. Background

A. Organization & Mission

Leadership Baltimore County (LBC), founded in 1983, is a community leadership program with a mission to bring high achievers with diverse perspectives together to heighten their civic awareness, enhance their organizational effectiveness and become a driving force for positive change in their workplace and Baltimore County as a whole.

To accomplish our mission, we competitively select individuals from corporations, nonprofits, government agencies and higher education institutions to participate in a 10-month program which meets one full day per month to explore the challenges and opportunities facing Baltimore County in the following areas: regionalism, public safety, education, healthcare, economic development, county government, state government, social services and civic engagement.

Our informed graduates have the knowledge, skills, inspiration and collaborative tools to improve the Baltimore County community/region with innovative solutions. Every year, we graduate a diverse group of civic leaders to engage with the Baltimore County community. Together, we tackle difficult issues and create positive change in our community.

After graduation, our alumni can join as annual members to gain access to an online alumni directory and four to six events per year that are designed to keep our alumni informed about trending issues, further develop their leadership effectiveness, discover innovative businesses and expand their personal and professional network.

LBC has been attracting an average of 35 class members per year since 2000 with a high of 42 and a low of 25. Our goal is to secure 50 high-quality class members each year. The two most mentioned reasons for not applying are: (1) the time away from the office when participating in the program; and (2) the tuition fee of \$6,200.

LBC runs a lean operation with a budget just under \$350,000 and a staff of 2.5 FTEs. Our greatest asset is the combined brilliance and expertise of our 1,100+ alumni.

B. Brief Environmental Scan

LBC is one of 1,500+ community leadership programs across the country. Many programs started in the mid- to late-1980s and have similar goals and program design. Programs located in urban centers tend to be larger with multiple programs targeted to different audiences (high school students, emerging or young professionals, established leaders, new-to-town CEOs, senior citizens, etc.). LBC has maintained one signature program over the past 36 years targeted to professionals with a VP/Director level or higher.

Other community leadership programs in our area include: Leadership Anne Arundel, Leadership Carroll, Harford Leadership Academy, Leadership Howard County, The LEADERship (Baltimore City program) and Leadership Maryland. LBC is a member of the Association of Leadership Programs, a national trade association.

Over the last several years, other leadership programs have been popping up:

- Loyola University, Leadership Essentials
- Towson University, Professional Leadership Program for Women
- Greater Baltimore Committee, Next Up
- MD Manufacturing Extension Partnership, Future Leaders
- United Way of Central MD, Emerging Leaders United
- Business Volunteers MD, Give Fellowship

All these programs have program elements that overlap with LBC. None of the programs are targeted to the exact same audience with the same program elements.

C. Rebranding & Program Quality

LBC recently rebranded including: a new logo, new marketing language and materials, and a new website. This work was based upon the findings and recommendations of a professional market research firm who conducted two market studies for LBC. The number one finding was that, “No one has ever heard of LBC.”

In the most recent class that graduated, the Class of 2019, on average the participants rated 92% of the days as either Excellent or Very Good with five sessions being rated 100% Excellent or Very Good.

II. Project Goals & Scope of Services

LBC seeks a firm to recruit new companies/individuals to participate in LBC’s next class, which will run from September 2020 through June 2021. To recruit these companies and individuals, the winning bidder must submit a comprehensive and detailed recruitment plan consistent with recruiting eligible companies and people. Eligible is defined as a company and/or individual that possesses:

- Sensibility to participate in a community leadership program;
- Capacity to pay the tuition;
- Ability to commit the time to fully participate in the program; and
- Position at the Director/VP level or above.

The goals of this project are to:

- Secure new companies and new individuals, both of whom have not engaged with LBC previously, to enroll in LBC’s Class of 2021;
- Add prospective applicants who are interested but unable to participate in the upcoming class to our database for future classes; and
- Determine a standardized system for securing program applicants, to include eliciting nominees/referrals from LBC constituents.

The scope of work includes:

- Implementing a robust and comprehensive recruitment plan aimed at new individuals/businesses who meet LBC’s eligibility requirements;

- Successfully bringing people through LBC’s application process, which includes attending a one-hour Information Session; submitting an online application; participating in an interview; and submitting required paperwork with a deposit, if accepted; and
- Working with staff to delineate/coordinate/standardize best sales/recruitment practices.

III. Budget & Conditions

LBC has a budget of \$12,000 all-inclusive for this project, plus performance incentives totaling \$6,000. Performance incentives to be mutually agreed upon based on monthly performance indicators suggested by bidder in plan.

LBC and winning bidder will review progress on a monthly basis to determine if continuation of contract is in the best interest of both parties. Either party reserves the right to terminate the contract if determined not to be in their best interest.

IV. Timeline

LBC proposes the following timeline and would be pleased if the winning bidder could begin the recruitment earlier.

Date	Milestone
Oct. 11, 2019	Widely distribute RFP
Oct. 18, 2019	Deadline for questions
Oct. 23, 2019	Send responses to questions
Nov. 8, 2019	Proposals due to LBC
Nov. 16, 2019	Finalists contacted
Nov. 27, 2019	Interviews with finalists completed/winning bidder notified
Dec. 1, 2019	Contract signed and engagement starts
May 31, 2020	Application deadline for prospective LBC class members
June 1 – Sept. 1, 2019	Recruitment process continues until minimum number of class members are secured
Sept. 14, 2020	Start of Class of 2021

V. Proposal Requirements

Please include the following in your proposal response:

- Overview of your company
- Qualifications of company and this project’s team members
- Description of similar engagements
- Detailed recruitment plan including strategies, tactics, timeline and monthly performance indicators

- Description of resources company will bring to engagement
- Description of utilization of LBC resources
- Three references from projects as similar to this project as possible

VI. Selection Criteria

All proposals will be evaluated according to the following criteria and point system:

Criteria	Points
Robustness and appropriateness of recruitment plan that includes strategies, tactics, timeline and monthly performance indicators	50
Understanding of community leadership programs and LBC, in particular	10
Experience with other projects in which buyers made a similar time and financial commitment	10
Company's experience and capacity to perform engagement	7
Experience of team members	7
References from other clients with similar projects	6
Description of resources of company and LBC to be utilized	5
Availability to meet timeline	5
TOTAL POINTS	100

VII. Contact Information and RFP Submission

Questions may be addressed in writing to Amanda Zinn at azinn@leadbaltimore.org no later than Friday, Oct. 23, 2019 at noon. Questions with responses will be sent to all companies in our records that received this RFP, unless they have indicated they will not be submitting a proposal.

All proposals must be received no later than Nov. 8, 2019 at noon. Please send one electronic copy of the written proposal and any additional collateral materials you wish to include to azinn@leadbaltimore.org.

Thank you for your interest in working with LBC.