



# **Southeast Michigan Senior Regional Collaborative**

**a consortium of 25+ local nonprofits serving Southeast Michigan seniors**

## **Strategic Planning Request for Proposals**

***February 2014***

### **OBJECTIVE**

The SE Michigan Senior Regional Collaborative (SRC) is seeking to engage an individual or firm to work in partnership with the SRC Strategic Planning Task Force to develop a three (3) year strategic plan.

### **SCOPE OF WORK**

In collaboration with the Strategic Planning Task Force (“Task Force”), the consultant will conduct a strategic planning process which:

1. Identifies key questions to be addressed by the planning process.
2. Includes a review and/or development of the SRC mission, vision, purpose and values statements.
3. Includes designed and facilitated meeting(s) and/or strategic interviews with the SRC Steering Committee, membership, staff, and key external stakeholders to discuss the key questions, develop new ideas for strategic directions, and foster member and community investment and ownership in the SRC’s strategic plan.
4. Identifies strategic gaps and growth areas for the SRC utilizing a SWOT analysis.
5. Identifies strategic partners and ways to maximize efficient use of community dollars.
6. Reviews the SRC’s current legal and membership structures.

### **DELIVERABLES**

The Consultant will synthesize the discussions, interviews and meetings into a three-year strategic plan document for review and approval by the SRC’s full membership. At a minimum, the SRC Strategic Plan will be comprised of the following:

- Mission, vision, purpose and values statements;
- A description of current operating and capacity conditions;
- SRC’s desired impact over three years , including objectives in all key program areas with indicators of success to track progress;
- The SRC’s strengths and how to apply them to the objectives and desired impact;
- Strategic directions, partnerships, and tools that will assist in identifying and implementing future opportunities;
- The organizational capacity (at the membership, Steering Committee and Staff level) needed to achieve desired impacts and objectives, and;
- Strategic ways and sources of revenue to achieve desired impacts and objectives.

### **BUDGET**

The Senior Regional Collaborative has designated up to \$15,000 for the planning process.

### **PROFESSIONAL EXPERIENCE**

The consultant should have relevant experience working with nonprofit, public, and private sector organizations to develop strategic plans that respond effectively to internal, environmental, political, and fiscal realities. Experience with collaborative efforts, associations, and aging issues are a plus.

February 14, 2014



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## **SUBMISSION DETAILS**

The SRC requests electronic proposals of no more than 5 (five) pages in length that describe you and/or your team, your experience providing services to similar organizations, your proposed process for providing these services, and a proposed budget for these services. The proposal should be submitted to the contact person listed below and include the following components:

- Your name and contact information and that of any other participating consultants;
- Statement of qualifications, including if applicable a professional biography, curriculum vitae or resume;
- Summary of similar work conducted, highlighting specific accomplishments;
- A narrative description of the proposed process, activities and approach;
- Timeline for the work;
- Fee & Budget (including number of estimated hours for each activity, billing rate, and estimated out of pocket costs), and;
- On a separate addendum (which will not count toward the 5-page limit), please provide the names and contact information for three (3) references – preferably organizations for which you have recently provided similar services.

## **TIMELINE**

*February 14, 2014* –**REQUEST FOR PROPOSAL** disseminated to consultants

*February 20, 2014* – Conference call for consultants scheduled for 11:00 a.m. Meeting invitation with conference call information will be sent to all consultants.

*March 7, 2014* – Proposals Due. Please only, electronic proposals to be sent to [larysa@semisrc.org](mailto:larysa@semisrc.org)

*March 19, 2014* – Consultants will be notified of the SRC's selection.

*April 1 – September 1, 2014* – Strategic Planning Process.

## **CONTACT**

Larysa Blyzniuk  
Collaborative Director  
SE Michigan Senior Regional Collaborative  
Work: 248-872-6182  
[larysa@semisrc.org](mailto:larysa@semisrc.org)

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## BACKGROUND

### MISSION

To enhance the quality of life for all older adults residing in SE Michigan

### PURPOSE

To develop a framework for advocacy, planning and program development that will address the needs and contributions of the growing older adult population in SE Michigan

### HISTORY

The SRC is an unincorporated association of 25 aging-services organizations. A full membership list can be found here: [www.semisrc.org](http://www.semisrc.org). Collectively SRC members serve over 150,000 older adults, adults with disabilities and their families as well as 350,000 other individuals in three SE Michigan counties: Wayne, Oakland and Macomb. SRC members provide the full spectrum of aging services: research, advocacy, public policy, government, information and referral, law, care coordination, and direct care services.

To date SRC's efforts have been funded entirely by the United Way for Southeastern Michigan. From 2008 through 2012, the United Way invested a small, discretionary sum in the SRC. In 2012, the United Way awarded the SRC a substantive three (3) year Regional Collaboration grant allowing the SRC to operationalize its efforts and hire 2 full-time staff members, a Director and a Communications Assistant. The Director works with the SRC's various committees to execute identified objectives. The SRC's Steering Committee, composed of the SRC's chair, vice-chairs and committee chairs, provides the strategic direction based on the input of the full membership. The full membership meets quarterly. In December 2013, the SRC formed a Strategic Planning Task Force to support its planning efforts.

### CONTEXT OF THE SRC'S WORK

In just under 20 years, southeast Michigan's population will look very different. By 2030:

- More than 23% of the population of the tri-county area (Oakland, Macomb and Wayne Counties) will be 65 and older. Currently, this population makes up less than 13% of Southeast Michigan's population.
- For the first time in our history, there will be more people 65 or older than there will be people younger than 18.
- About 2 of every 5 seniors in Southeast Michigan lives with some kind of disability, and about 4 of every 5 older adults lives with a chronic illness or disease accounting for 75% of all healthcare spending.
- 9 of 10 adults 65+ plan to stay in their homes as long as they possibly can, but at least 70% of people over 65 will require some amount of long-term care with 40% needing care in a nursing home.