



## REQUEST FOR QUALIFICATIONS - STRATEGIC PLANNING CONSULTANTS

### 2010-2013 Strategic Plan

#### **1. Introduction**

CreaTV San Jose is inviting qualified strategic planning consultants and firms to submit an application for preparation of a three-year strategic plan to be implemented beginning in August 2010. *Please note – experience in the community access field is not required for submitting an application.*

#### **2. Background**

San Jose Community Media Access Corporation (dba “CreaTV San Jose”) is a non-profit 501(c)3 corporation that manages the public and education access operations in the City of San Jose. Public and Educational access channels are cablecast on Comcast in San Jose and stream on CreaTV San Jose’s website.

CreaTV San Jose’s mission is to inspire, educate and connect San Jose communities, using media to foster civic and social engagement. In July of 2008, CreaTV San Jose took over operations of the public access entity from the Comcast Community Channel 15, inheriting 140 series producers from Comcast. The organization took on management of two educational channels in January 2010. CreaTV San Jose provides video production training, facilities, equipment, channel access and production services for non-commercial purposes. CreaTV San Jose is a membership organization with approximately 300 individuals and twenty-seven local organizations signed up as members. The organization employs seven full-time staff and seven part-time staff. The eighteen-member Board of Directors is comprised of eight member-elected representatives, seven representatives appointed by local organizations and three representatives appointed by the board.

CreaTV San Jose currently has two years left on a lease in a 9400sf office space in downtown San Jose. The board is considering purchasing a building in the next two years, or partnering with other arts organizations to house a cultural arts center for San Jose.

CreaTV San Jose operates on a budget of approximately \$1.2 million, a portion of which is provided through the collection of a monthly franchise fee from each cable subscriber in the city for capital equipment and support costs. When the San Jose Community Media Access Corporation Board of Conveners was formed in 2001, it was anticipated that the monthly franchise fee could be used for both capital and operating expenses. As a result of a change in state law in 2006, use of the funds has been restricted to capital equipment and support costs only. The organization needs to develop a fundraising plan to help cover operating expenses.

Now that we have successfully transitioned access operations from Comcast to CreaTV San Jose, our goal is to define a course for our future. How can we best serve the residents of our community? What specific initiatives do we want to embrace over the next three years? We hope to define these priorities, so that our Executive Director and the entire organization can create and implement a workplan that will include activities to meet these objectives.

### **Key Staff and Board Leading the Project**

- Executive Director
- Strategic Planning Sub-Committee (Seven Board members and ED)

The consultant will report to the Executive Director.

### **3. Desired Outcomes and Objectives**

#### **CreaTV San Jose's Objectives:**

- Understand our current environment through both an internal and external SWOT analysis
- Clearly define our vision, mission, goals, and guiding principles over the next 3 years
- Consider funding scenarios moving forward, and devise paths that will sustain us in a changing economic and political environment.
- Develop a three year strategic plan that will be ready for approval and implementation upon completion of the planning process.
- Define our role in shaping public policy relating to PEG access

#### **Deliverables**

- Schedule of meetings and deadlines that keep the group focused on the tasks at hand
- Strategic Plan Document (based on reliable external and internal data), for the next three years that includes goals, objectives, strategies, measureable outcomes, potential partners, timeline and costs over a 3 year time period for implementation purposes by staff and board of directors.

### **4. Submission**

**Deadline to submit an application is February 19, 2010, 5pm.**

Please submit an electronic and hard copy to:

[Gerard@creatvsj.org](mailto:Gerard@creatvsj.org)

Gerard Roney, CreaTV San Jose, 255 West Julian Street, Suite 100, San Jose, CA 95110

## **5. Evaluation Process**

CreaTV San Jose's Strategic Planning Committee will review all submitted applications. The criteria by which a consultant will be judged include the following:

- a) Quality of experience;
- b) Technical capabilities to perform the project;
- c) Qualifications of key personnel;
- d) Cost; and
- e) Ability to meet schedule.

Depending on the applications received, CreaTV San Jose may determine that interviews with the top ranked consultants are necessary. In the event interviews are not necessary, consultants will be ranked and CreaTV San Jose will initiate contract/agreement negotiations with the highest ranked consultant. The organization has budgeted a maximum of \$20,000 for Strategic Planning services.

## **6. Schedule**

It is anticipated that the project will commence on or about April 2010 and be concluded (including the production of a final document) on or about September 2010.

## **7. Additional Provisions**

CreaTV San Jose reserves the right to reject any or all applications, waive technicalities and be the sole judge of the suitability of the proposed services for its intended use and further reserves the right to make the contract/agreement award in the best interest of the organization. CreaTV San Jose also reserves the right to modify the scope of work, add or delete tasks, and modify the proposed budget in contract negotiations with the top ranked consultant.

## **8. Additional Information**

Questions regarding this Request for Qualifications may be directed to Suzanne St. John-Crane, Executive Director, at 408-295-8815 x2 or [Suzanne@creatvsj.org](mailto:Suzanne@creatvsj.org).

**STATEMENT OF QUALIFICATIONS:**  
**Strategic Planning Services**

***\*\*Please only use the space provided. Thank you.\*\****

***1. Contact Info:***

Organization / Individual Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

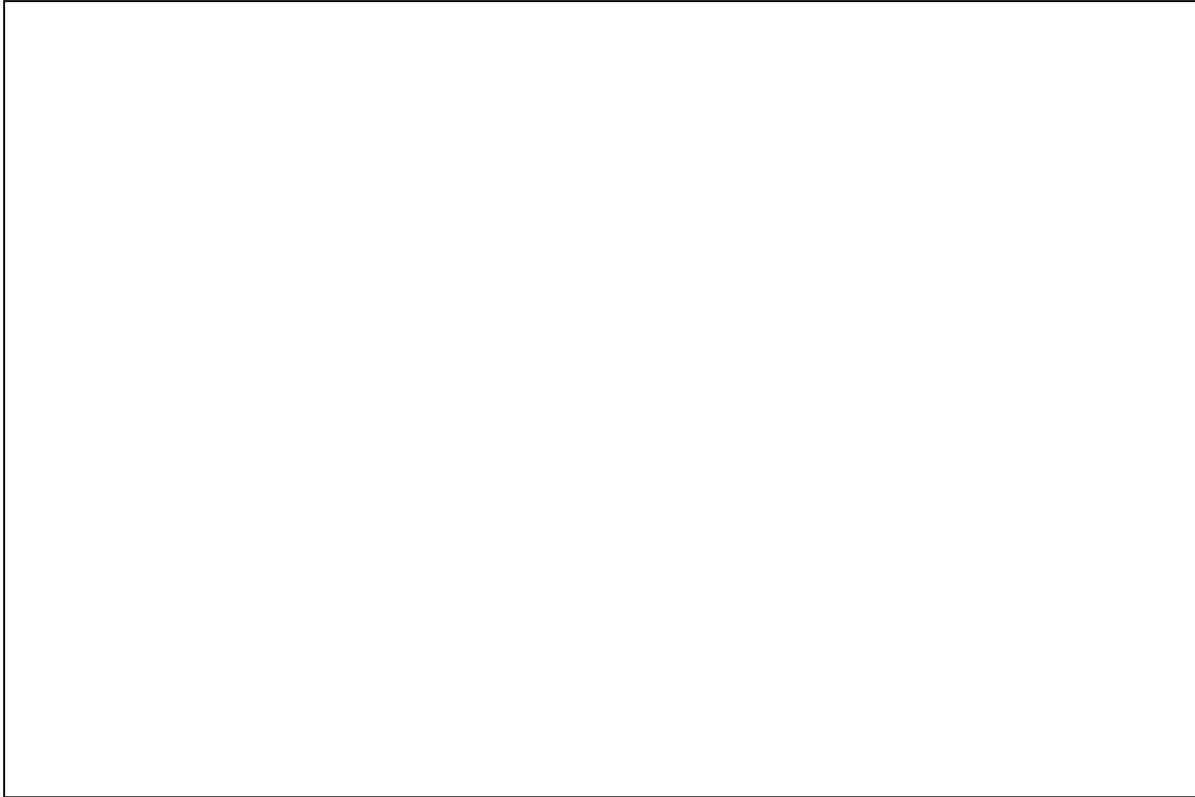
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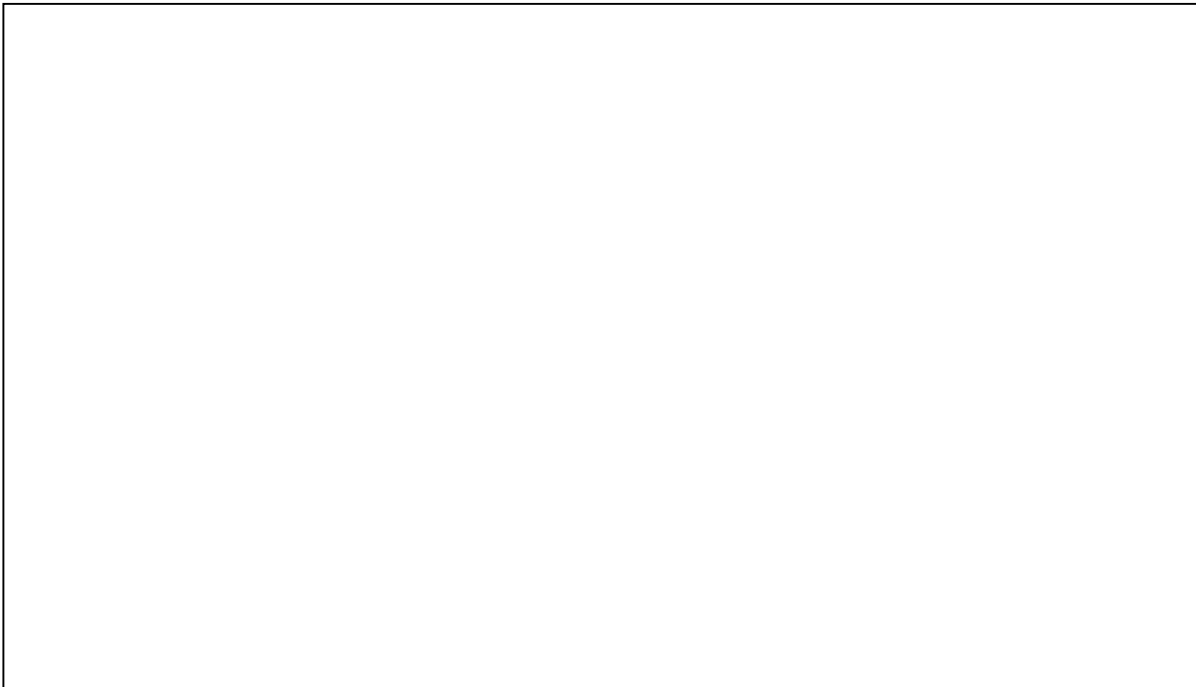
Website: \_\_\_\_\_

***2. Core Competencies: Please describe you or your organization's key skills and abilities.***

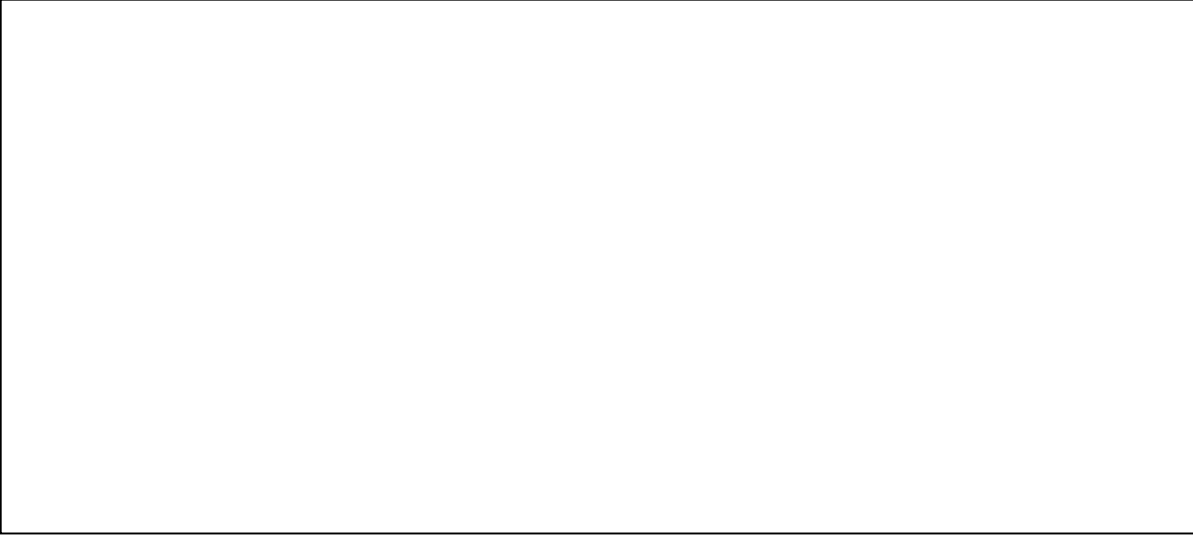
**3. Relevant Expertise and Experience:** Describe your relevant experience as it pertains to strategic planning services.



**4. Key Staff:** List the names and titles of the individuals who would be working on the project. Please include a brief description of relevant experience for each.



**5. References:** Please list previous clients who have contracted with you for strategic planning services, including a contact name and phone number.



**6. Fee Schedule:** Please list both your project based fee, as well as your hourly fee for services.

