



# Strategic Planning Consultant Request for Proposals

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| C | O | N | T | E | M | P | O | R | A | R | Y |

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## Request for Proposal Introduction

Oklahoma Contemporary, a leading transdisciplinary center for arts and culture dedicated to advancing creativity in all its forms, is seeking proposals from qualified consultants to assist in the development of a comprehensive strategic plan. The purpose of this strategic plan is to provide a roadmap for the organization's growth, sustainability, and impact over the next 5 years.

The desire for the strategic plan RFP is rooted in the principle of building upon a solid foundation rather than creating something entirely new. We recognize the value of the existing strengths, resources, and accomplishments of the organization, and our approach is to leverage these as cornerstones for future growth and success. By identifying the core competencies, established relationships, and successful initiatives that the organization has already developed, we aim to enhance and expand upon these assets strategically. This approach not only respects the organization's history and achievements but also ensures a seamless transition towards achieving the outlined goals. Through thoughtful analysis and integration, we will capitalize on the momentum generated by prior efforts, leveraging our past success as a springboard for innovation and progress, ultimately leading to a stronger and more prosperous future.

## About Oklahoma Contemporary Arts Center

Oklahoma Contemporary is an inclusive center for the arts where people of all ages and backgrounds can experience art, encounter new ideas and ignite their creative potential. Through visual art exhibitions, performances, public programs, community-building initiatives, outdoor installations, and special events,



Oklahoma Contemporary creates opportunities for everyone to come together in celebration of contemporary culture and artistic expression. With year-round classes and seasonal youth camps across multiple disciplines, the arts center's education programs encourage youth and adults to express their ideas across a variety of media and learn new skills. Reaching over 80,000 people per year, Oklahoma Contemporary believes that art is for everyone and places accessibility and education at the center of all programming. Admission to exhibitions is always free. Oklahoma Contemporary is a regional 501(c)3 nonprofit organization founded in 1989 by businessman and philanthropist Christian Keesee and Kirkpatrick Foundation Director Marilyn Myers.

Oklahoma Contemporary strives to demonstrate leadership by modeling excellence and best practices for inclusion, diversity, equity and accessibility. We believe in the power of human creativity and value the opportunities for connection and learning that exist when cultures and communities come together in collaboration and understanding.

We commit to championing policies and practices that value diversity, foster cultural equity and create an accessible and inclusive environment. Oklahoma Contemporary does not discriminate based on race/ethnicity, age, disability, sexual orientation, gender, gender identity, socioeconomic status, geography, citizenship status or religion. We recognize our strengths lie in the broad range of people who contribute their time and talents to our mission and are dedicated to creating a safe, inclusive place for them to explore creativity. **You are welcome here.**



## Our audience

Oklahoma Contemporary Arts Center serves the entire state (and beyond) through free exhibitions, education, public programs and performances. Our core audience includes families, K-12 students, teachers, veterans, art enthusiasts, retired persons, creative professionals, university students, professors, tourists, business travelers, and others. We invest in the idea that art is for everyone by ensuring that our exhibitions and most public programs remain free.



Key to our community engagement efforts is our outreach to historically underrepresented communities. Building bridges to our diverse arts and educational programming, our Veterans Initiative and School Group Visits are two examples of our ongoing commitment to providing inclusive and accessible opportunities to engage with the arts.

In 2016 Oklahoma Contemporary established the Veteran's Initiative to provide free Studio School classes to veterans in a supportive cohort of peers. As a result of this model's success, we have

expanded the concept under the umbrella of Creative Communities. Through outreach that engages specific demographic groups, followed by the development of Studio School cohorts and classes offered at no cost, we are reaching Oklahomans who have traditionally not felt welcomed in art spaces.

School Group Visits provide students in 3rd-12th grade with free exhibition tours and hands-on art activities connected to their curriculum. Most participating schools are Title I. Free School Group Visits provide these students with an arts experience that would otherwise be unavailable to them.

## Objectives

The primary objectives of this strategic planning initiative are as follows:

- Identify key strategic priorities and goals for the next 5 years, encompassing artistic programming, audience engagement, financial sustainability, community impact, and national reach.
- Develop a comprehensive implementation plan outlining actionable steps, responsible parties, and timelines to achieve the defined goals.
- Assess the current organizational structure and recommend potential adjustments that support the successful execution of the strategic plan.
- Establish a system for monitoring and evaluating progress toward the strategic goals.



## Scope of Work

The consultant's scope of work will include, but not be limited to, the following:

- Conduct a thorough review of Oklahoma Contemporary's current operations, programs, financials, and governance structure.
- Facilitate interviews or workshops with key stakeholders, including staff, board members, instructors, artists, patrons, and community members.
- Work collaboratively with Oklahoma Contemporary's leadership to review and strategic priorities.
- Create a detailed strategic plan document that includes actionable initiatives, performance metrics, and implementation strategies.
- Provide guidance on effective methods for communicating the strategic plan to internal and external stakeholders.

## Timeline

- November – December 2023: Selection of consultant
- January – March 2024: Research, interviews, and data collection
- March – May 2024: Begin work on strategic plan. A draft version prepared with staff input by May.
- June 2024 – October 2024 – Work with community stakeholders to sharpen and refine draft strategic plan document.
- December 2024 – Final version of strategic plan prepared and ready for board review.

## Proposal Submission Requirements

Interested consultants or consulting firms are invited to submit a proposal that includes:

- Overview of the consultant's experience in strategic planning for nonprofit organizations and arts institutions.
- Approach and methodology for conducting the strategic planning process, including a clear outline of the steps and activities.
- Proposed project timeline, including key milestones and deliverables.
- Detailed budget with a breakdown of costs, including consultant fees, travel expenses (if applicable), and any additional expenses.
- References from previous clients with similar projects.
- Any additional relevant information that highlights the consultant's suitability for this project.



## Selection Criteria

The selection of the consultant will be based on the following criteria:

- Experience and expertise in strategic planning for nonprofit arts organizations.
- Quality and thoroughness of the proposed methodology and approach.
- Demonstrated understanding of contemporary arts and cultural landscapes.
- Cost-effectiveness of the proposed budget.
- Strong track record of successful collaborations with similar organizations.
- Availability to meet the project timeline.



## Submission Deadline

Proposals must be submitted no later than October 16th via email to [mmyers@okcontemp.org](mailto:mmyers@okcontemp.org).

Late submissions will not be considered.

## Inquiries

Any inquiries or requests for clarifications regarding this RFP should be directed to Michael Myers, General Manager at [mmyers@okcontemp.org](mailto:mmyers@okcontemp.org).

### Photography:

- Page 1: East view of Oklahoma Contemporary Arts Center. Photo: Ann Sherman
- Page 2: South view of Oklahoma Contemporary Arts Center. Photo: Ann Sherman
- Opening of *Patterns of Knowing*. Photo: AJ Stegall
- Page 3: Installation of *ArtNow: The Soul Is a Wanderer*. Photo: Ann Sherman
- Performance of *Dust to Dirge: An Earth Elegy*. Photo: AJ Stegall
- Page 4: Performance of *Notes on Survival*. Photo: Mat Miller
- Page 5: Studio School glazing. Photo: Staff Photographer
- Second Saturday Clay Cactus Activity. Photo: Staff Photographer