

INVITATION TO TENDER:

DEFINING OUR PROFESSIONAL FUTURE CILIP's Conversation with the Knowledge & Information Community

1. Summary

The Chartered Institute of Library and Information Professionals (CILIP) wishes to commission a consultant to carry out a “productive enquiry” that is, an enquiry designed to find out the things that CILIP needs to know in order to do the things that CILIP needs to do. This is part of the process of defining the future of the knowledge and information profession and ensuring a sustainable future for CILIP.

2. Introduction

2.1 The Chartered Institute of Library and Information Professionals

CILIP is the leading professional body for librarians, information specialists and knowledge managers. It provides practical support for members throughout their careers and speaks out on behalf of the profession.

CILIP's mission is to maintain, monitor and promote standards of excellence in the creation, management, exploitation and sharing of information and knowledge resources. CILIP enables its members to achieve and maintain the highest professional standards in delivering an information service.

CILIP's work is governed by its Council, set up under the Royal Charter. The President and Councillors of CILIP are elected by the membership via an annual election.

CILIP Enterprises provides products and services for library and information professional via hard copy, online, face-to-face channels. Its four key areas are: recruitment, training and development, publishing and events.

More information about CILIP can be found at: www.cilip.org.uk.

2.2 Background to the Project

CILIP's Conversation with the Knowledge and Information Community is part of a wider process to define the future of the profession and ensure a sustainable future for CILIP.

There are two main drivers for this work:

- Recognition that the world in which CILIP operates is changing rapidly and that CILIP may also have to change so that the Institute remains fit for purpose.
- Recognition that the post-recession economic environment may require CILIP to change its business model in order to remain financially viable in 2011 and beyond. The objectives of the work are, ultimately, to ensure that the professional Institute is seen to provide value for money for its stakeholder community and has a business model which is financially viable.

In this context the Conversation can be defined as a “productive enquiry” that is, an enquiry designed to find out the things CILIP needs to know in order to do the things CILIP needs to do:

- What will the world of the knowledge and information domain look like in the next decade or so?
- Where will a professional association fit in to that domain?
- How will professional colleagues engage with that professional association?

The Conversation is the first stage of a wider programme to determine a new model for the professional association which serves the knowledge/information domain. That wider programme has four stages, as follows:

- Stage one: The Conversation – to surface and consider issues, draw conclusions from those issues, and report to CILIP Council.
- Stage two: The vision – to be synthesised by CILIP Council from the outcomes of the conversation and then verified with CILIP Members and the wider stakeholder community.
- Stage three: The roadmap – to be developed by CILIP Council and other key stakeholders as the means by which the vision will be put into practice.
- Stage four: Ownership and implementation – by which the vision and roadmap is owned by the CILIP community and implemented by CILIP Council on behalf of that community.

The scope of this Invitation to Tender is stage one of the wider programme: the remainder of the programme is the responsibility of CILIP Council.

3. The Project Brief

CILIP Council has agreed that the Conversation will “consult widely” about “the future for CILIP.” This is a deliberately open brief in terms of both content and process. The content of the conversation will extend beyond CILIP itself to consider the future of the knowledge/information domain. The Conversation as process will be an “open system” which recognises the validity of informal discussions outside the organisation of the Conversation itself.

The Conversation itself should surface the issues for discussion. There should be no attempt to prescribe in advance what those issues might be. It is hoped that the Conversation will (a) surface issues, (b) consider those issues, and (c) draw conclusions about those issues. The initial framework for the content of the conversation is therefore the three questions as stated in section 2.2 above:

- What will the world of the knowledge and information domain look like in the next decade or so?
- Where will a professional association fit in to that domain?
- How will professional colleagues engage with that professional association?

CILIP has carried out a substantial amount of market research since its establishment in 2002 to gather the views of CILIP Members and to compare CILIP with other professional associations and membership bodies. The findings of this market research should be fed in to the Conversation as appropriate.

The widest possible stakeholder community and a sufficiently large number of colleagues across the knowledge/information domain should be engaged in the Conversation to give credibility to the conclusions and recommendations.

4. Methodology

CILIP Council does not wish to be prescriptive but expects that the Conversation will be carried out using a recognised “customer value” methodology which gives credibility to the outcomes and which will enable Council to make real choices about the future for CILIP.

It should be noted that the Conversation is likely to take on a life of its own at an informal level, particularly through social media websites. A key requirement will be to capture informal as well as formal discussions, including those already taking place before any “official launch” of the Conversation.

In addition, the requirement to engage the widest possible stakeholder community suggests that the process by which the Conversation is conducted needs to include all three of the main channels of communication: print, online, and face-to-face. Comments received have highlighted two things: the need for all channels to be interactive; and the desirability of arranging opportunities for face-to-face interaction at regional level. This suggests that one approach to be included in the conversation could be the preparation of tools or materials to enable face-to-face discussions to take place without the consultant being present.

5. Timescale

The aim is to complete stage one, the Conversation, by the end of June 2010 so that the outcomes can be reported to, and considered by, CILIP Council at its meeting on 15th July.

Tenders should address how this tight timescale can be met and what constraints it may impose.

6. Deliverables

The following deliverables are required:

- Fortnightly progress reports to the Project Board.
- A draft report and presentation to the Project Board.
- A final report to CILIP Council on the outcomes of the Conversation.

7. Project Management

The Consultant will report to the CILIP Project Manager who in turn reports to the Project Board established by CILIP Council, drawn from the CILIP community and chaired by the CILIP President.

8. Criteria for Selection

In considering proposals, the following criteria will be used:

- Understanding of the Knowledge and Information community;
- Understanding of the project brief;
- Suitability of methodology;
- Understanding of the risks involved;
- Ability to complete the project within the timescale;
- Track record of proposers;
- Experience of undertaking similar projects;
- Value for money.

9. Content of Tenders

Tenders should include the following information:

- Proposed methodology;
- Detailed work plan including key milestones and constraints;
- Risk assessment and how risks be mitigated;
- Detailed costings;
- Details of similar projects undertaken;
- CVs of all those who will b working on the project;
- Names and contact details of three referees.

10. Timetable

Tenders should be submitted electronically **no later than 12 noon on Thursday 1 April** to the Project Manager, Bob McKee, at bob.mckee@cilip.org.uk

Interviews will be held at CILIP on Thursday 8 April. The project will begin on Monday 12 April.

11. Enquiries

Enquiries about this tender should be made to:

Bob McKee
Chief Executive
CILIP

bob.mckee@cilip.org.uk

020 7255 0690

18 March 2010