



REQUEST FOR PROPOSAL  
JUNE, 2009

The Washington Library Association desires to increase the quantity and quality of continuing education (CE) opportunities for its members and potential members by inviting proposals for a temporary contract position as WLA Program Coordinator. This position is responsible for planning and implementing a wide variety of CE efforts, targeted to meet the needs of employees of libraries in Washington, as well as library trustees, advocates, foundation staff and others associated with libraries.

**SCOPE OF WORK**

The WLA Program Coordinator is a one-year contract position, with the possibility of contract renewal or renegotiation at the end of the initial year.

The position reports to the WLA Executive Director (see <http://wla.org/contact-us/> for contact information), and requests direction and input from the WLA Board and chairs of the WLA interest groups (IGs).

The WLA Program Coordinator will:

- Develop and coordinate stand-alone workshops, on topics determined in cooperation with IG chairs and members, at locations throughout the state of Washington.
- Develop and coordinate pre-conferences for the annual WLA and WALE Conferences. (Attendance at the 2009 WALE Conference in Wenatchee and the 2010 WLA-PNLA Conference in Victoria, B.C., is required.)
- Assist IGs in identifying topics and presenters for programs at WLA and WALE Conferences.
- Operate on a cost recovery model, set forth by the WLA Board, pursuing alternative funding for continuing education and administrative fees added to registrations for all paid CE events.

- Implement IG-sponsored online learning programs, using webinars, online classes, screen casts, podcasts and other online learning delivery methods.
- Assist in the development of regional CE programs for small- and medium-sized libraries that are institutional members of WLA.
- Train IG members in how to plan and implement effective conference programs, stand-alone workshops and online learning events.

### **Desired Outcomes**

1. Every WLA interest group sponsors or co-sponsors one to three WLA conference programs, as well as one or two pre-conferences, per year.
2. Every WLA interest group sponsors or co-sponsors one to three stand-alone workshops or online learning events, per year.
3. WLA's new online learning opportunities are marketed to audiences outside Washington State, highlighting WLA's status as an approved provider for Western Council certification.
4. There is successful implementation of cost recovery models.
5. The work of this position is perceived as valuable to WLA members and potential members.

### **Desired Qualifications**

The successful WLA Program Coordinator will possess:

- Experience working in, or demonstrated knowledge of, libraries of different types in Washington State.
- Experience developing and coordinating a wide range of continuing education events, including face-to-face training, and online and blended learning.
- Experience with Web conferencing platforms such as WebEx, Wimba, or OPAL.
- Experience with use of videoconference for continuing education.
- Experience with the creation of podcasts and screencasts, using software such as Audacity, Camtasia, Captivate or Jing.
- Careful attention to details and demonstrated ability to organize the logistics for the delivery of stand-alone workshops and conference programs.

- Experience with or demonstrated ability to identify appropriate sources for grants and to write effective grant proposals.
- Excellent communication skills and ability to work effectively with WLA staff and officers.
- Ability to meet deadlines and work independently.

## **ASSUMPTIONS AND AGREEMENTS**

This is anticipated to be a half-time position.

Please include three business and one personal reference with your proposal.

### **Required Proposal Format**

The proposal must include a Project section (deliverables and timelines) and a Time-Cost section (estimated amounts of time and costs, including estimated travel and lodging expenses). Travel expenses should include attendance at the 2009 WALE Conference in Wenatchee and the 2010 WLA-PNLA Conference in Victoria, B.C

Submission deadline: *July 17, 2009*

All Proposals should be sent to:

Email: [dana@wla.org](mailto:dana@wla.org)

Mail: Washington Library Association  
c/o CE Coordinator  
P.O. Box 2016  
Edmonds, WA 98020

Questions about RFP: Contact Mary Ross - (206) 546-8834 or [mbucherross@earthlink.net](mailto:mbucherross@earthlink.net)

### **Organizational Background**

The Washington Library Association is a community of practice for those working in or advocating for libraries in Washington State.

Its core values are available at <http://wla.org/>

The Strategic Plan is available at <http://wla.org/files/wla-2007-strategic-plan-second-year-update.pdf>