

## REQUEST FOR PROPOSALS (RFP) FOR STRATEGIC PLANNING SERVICES

Issued by: Michigan AFL-CIO & Michigan AFL-CIO Workforce Development Institute  
Date: February 10, 2025

### 1. Introduction

The Michigan AFL-CIO and the Michigan AFL-CIO Workforce Development Institute (collectively, "the Federation") seek proposals from qualified firms or consultants (hereafter "Vendor(s)") to provide services in the conception, planning, drafting, and development of a two-year (July 2025 - December 2027) joint strategic plan. The selected partner will work closely with leadership, staff, and stakeholders to develop a comprehensive strategy that aligns with the Federation's missions and goals.

### 2. Organization Background

The [Michigan AFL-CIO](#) is the state federation of labor, representing over 1 million union members across Michigan. Its mission is to improve the lives of working families, bring fairness and dignity to the workplace, and secure social and economic justice for all.

The [Michigan AFL-CIO Workforce Development Institute \(WDI\)](#) is a nonprofit organization affiliated with the Michigan AFL-CIO dedicated to workforce training, economic development, and job placement initiatives. WDI collaborates with labor unions, employers, and community partners to enhance job opportunities for Michigan workers.

This strategic planning initiative aims to create a unified vision and operational framework to guide the Federation through 2027.

### 3. Scope of Work

The selected vendor will be responsible for the following:

- **Research & Stakeholder Engagement:** Conduct interviews, surveys, and focus groups with leadership, staff, affiliated unions, and key stakeholders.
- **Facilitation:** Lead discussions and workshops, including a Federation-wide staff convening the week of May 12, 2025.
- **Drafting & Revisions:** Develop two drafts of the strategic plan, incorporating feedback at each stage.
- **Finalization & Delivery:** Produce a final strategic plan by May 30, 2025, including actionable steps and performance metrics that can be tracked and measured in Asana.

#### 4. Timeline

The following is a proposed timeline, but the Federation welcomes vendors to recommend alternative timelines based on experience and scale:

- **RFP Issued:** February 10, 2025
- **Proposals Due:** February 23, 2025, additional proposals may be accepted and reviewed on a rolling basis
- **Selection of Vendor:** February 28, 2025
- **Stakeholder Input & Research Phase:** March 3 - 21, 2025
- **First Draft Due:** April 18, 2025
- **Review First Draft:** Week of April 21, 2025
- **Second Draft Due:** May 2, 2025
- **Review Second Draft & Federation-Wide Staff Convening:** Week of May 12, 2025
- **Final Strategic Plan Due:** May 30, 2025

#### 5. Proposal Submission Requirements

Interested vendors must submit a comprehensive proposal that includes:

- **Vendor Overview:** Description of experience, qualifications, and expertise in strategic planning.
- **Project Approach & Methodology:** Explanation of how the vendor will conduct research, engage stakeholders, and facilitate the process.
- **Work Plan & Timeline:** Detailed schedule aligning with the required deadlines.
- **Key Personnel:** Bios and qualifications of team members assigned to the project.
- **Previous Experience:** Examples of past strategic planning projects, preferably with labor organizations and/or nonprofits. Experience with rapidly growing organizations, experience working with organizations engaged in the political process, and/or experience working with human services or workforce development non-profit programming is highly desired.
- **Cost Proposal:** Detailed pricing structure, including anticipated fees and associated expenses.
- **References:** Contact information for at least three organizations that have received similar services.

#### 6. Evaluation Criteria

Proposals will be evaluated based on the following:

- Demonstrated experience in strategic planning for labor organizations and/or nonprofits.
- Understanding of the Federation's mission and goals.
- Quality and feasibility of the proposed approach.
- Qualifications and experience of key personnel.
- Cost-effectiveness of the proposal.
- Responsiveness and thoroughness of the submission.

## **7. Submission Instructions**

Proposals must be submitted by 11:59 p.m. February 23, 2025 to the following:

Michigan AFL-CIO & Michigan AFL-CIO Workforce Development Institute  
Attn: Suzette Jewell, Assistant Manager for Operations, Contracts and Procurement  
419 S. Washington Square, Suite 200  
Lansing, MI 48933  
Email: [suzettej@miwidi.org](mailto:suzettej@miwidi.org)

## **8. Inquiries**

For any questions regarding this RFP, please contact Derek Dobies at [ddobies@miaflcio.org](mailto:ddobies@miaflcio.org) or 517-499-6647 no later than 5:00 p.m. Friday, February 21.

## **9. Terms and Conditions**

The Federation reserves the right to reject any or all proposals, to waive informalities or irregularities, and to modify or cancel this RFP at any time. Submission of a proposal does not guarantee selection or a contract.