Request for Proposal

Evaluation Consultation for

Supporting Library Responses to the Opioid Crisis

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Submission deadline: Please provide requested proposal to Karen de la O Medina via email
(delaomk@oclc.org) by **5:00 pm** Pacific Time on **December 10, 2021**. Questions or clarifications are welcome
prior to submission.

Organizational Summary

Founded in 1967, OCLC is a global nonprofit library cooperative that provides shared technology services, original research and community programs for its membership and the library community at large. We are librarians, technologists, researchers, pioneers, leaders and learners. With 16,000+ library members in more than 100 countries, we come together as OCLC to make information more accessible and more useful.

Whether we're supporting advancements on the leading edge of science or helping children build a strong learning foundation, shared knowledge is the common thread. People can find the answers they need to solve important problems in their lives, in their communities and in the world. Together we make breakthroughs possible.

We have greater impact when we work together to champion libraries and increase their visibility. OCLC has a long history of creating, testing and scaling programs that promote libraries and librarianship. WebJunction is OCLC's flagship public library program (managed by OCLC Research), and provides online resources, programming and learning opportunities that build the knowledge, skills and confidence public library staff need to power relevant, vibrant libraries. WebJunction resources are openly available to all professional, paraprofessional and volunteer library staff with access to the internet and since our launch in 2003, WebJunction has supported more than 140,000 learners. WebJunction designs and delivers transformational programs for public libraries that address community needs such as lifelong learning, health and wellness, and economic success.

Project Summary: Supporting Library Responses to the Opioid Crisis

With support from the Institute of Museum and Library Services, OCLC Research is leading the project *Supporting Library Responses to the Opioid Crisis* from September 2021 – August 2023, via its WebJunction learning program. This is a follow-on to a grant-funded project that OCLC Research led from 2018 through 2020: https://www.webjunction.org/explore-topics/opioid-crisis.html

The project will create and disseminate a support kit to help US public library staff respond to community needs around the opioid crisis. Resources for the support kit will align with the research findings from OCLC's previous study, which included five recommended areas for action: evaluate local health data, seek community partners, educate staff and community members on the issue, consider the need for staff care, and offer programs and services that support local needs. Included in the kit will be pragmatic strategies, tools, and other content to guide libraries—particularly those in rural areas—as they determine their specific communities' needs and define the roles and activities for which their library is most suited. The kit will help libraries assess their staff strengths and capacity, identify key local partners with whom to collaborate or coordinate, and plan and implement an initiative that supports community needs.

Key project activities

1. **Design and testing of support kit: Version 1 (beta-testing):**
   Timeline: October 2021 – November 2022

Participants from 15 public libraries will be recruited to test a set of resources and activities in the support kit. These will be designed to help their library design and deploy programs and service that respond to community needs connected to the opioid crisis. The participants will be asked to complete surveys and provide feedback through focus groups to help iterate and improve on the support kit before it is released publicly to the broader library community.

These libraries will go on to independently implement programs at their library and will provide feedback on the process via individual interviews or online focus group(s).

2. *Refine and iterate on the support kit content, and release Version 2 (open-beta) and Version 3 (final):*
   Timeline: July 2022 – August 2023

In two separate rounds of iteration, feedback from version 1 will be used to improve the content and it will be released as version 2 as an "open-beta" – available to anyone, but with the understanding that final edits are yet to be incorporated (version 3). WebJunction will organize and host three thematic "conversation cafes" that will focus on topics such as reducing stigma and library staff care – these sessions will be promoted and open to anyone who explores the open-beta.

The Version 3 (final) will incorporate any relevant feedback from Version 2 and will be made publicly available.

3. **Evaluation report**
   Timeline: May 2021- April 2022

In collaboration with the evaluation consultant, the project team will develop an evaluation plan to measure the project's success. The project goals, related outputs, and success indicators are briefly described in Appendix below. To determine if the goals for the support kit have been achieved, the project will gather data using measurement instruments that may include pre- and post-course surveys, focus groups, and individual interviews to gather feedback from learners. The project will also collect usage data from the learning management system (LMS) at WebJunction.org. The data gathered and resulting analysis by the evaluation consultant will be used to produce a **final summative evaluation report** at the conclusion of the project.

Role of the Evaluator

OCLC seeks to engage an evaluation consultant from December 2021 – August 2023 to support the evaluation and reporting components of this work. Primary evaluation activities include:

- The evaluator will work with the WebJunction project team to develop an evaluation plan to measure the project's success.
- The WebJunction project team will identify specific learning objectives associated with the toolkit. The evaluator will consult on the design and implementation strategy, tactics, and tools that measure participant progress towards those objectives and provide related analysis. Potential methods of measurement include:
  - learning assessments
  - pre- and post-engagement questionnaires
  - focus groups and/or individual interviews to gather feedback from learners about real-world outcomes
  - enrollment and usage data from the WebJunction LMS
- The evaluator will provide qualitative and quantitative analysis of the data collected to produce a final summative evaluation report at the conclusion of the project (August 2023). The report should assess the project's success toward / in reaching measurable project outcomes.

Evaluator Deliverables

Deliverables for this role will be done in consultation with the WebJunction project team and include:
- Written evaluation plan, December 2021–February 2021
- Design of the project's research instruments, February–March 2022
- Analysis of assessment data from the Version 1 testers, April–July 2022
- Conduct 1-2 focus groups with Version 1 testers and provide written report on findings, October–November 2022
- Analysis of evaluation data from Version 2 users, November–December 2022
- Data analysis of Version 3 and production of a final summative evaluation report, February–August 2023

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The following information summarizes the project timeline and available budget for the evaluation consultant, as well as information on how to submit qualifications.

Evaluation budget: maximum of $12,500 for evaluator to be engaged between November 2021 and August 2023. Note this budget is inclusive of any additional data collection tools required by the Evaluator beyond OCLC provided learning assessments and SurveyMonkey account, which is our preferred tool.

If you are interested in supporting this work, please prepare a brief response (no more than 5 pages, *excluding* final product samples and CVs), which includes:

- Summary of your professional services and qualifications;
- Description of your proposed approach to the evaluation activities outlined above in support of the goals of this project;
- Proposed budget, *including hourly rate;*
- Statement of capacity to begin providing services in December 2021, and ongoing through August 2023;
- Any relevant information on experience with public libraries, public health, or social work.
- 2 – 3 summary examples of similar projects where you have worked in an evaluative capacity, *including results and references;*
- 2 – 3 examples of final products from previous client engagements (i.e. reporting, writing, presentations, or other exemplary final product samples);
- CVs for all proposed personnel.

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