

REQUEST FOR PROPOSALS (RFP)
Leading Change Course
Jepson School of Leadership Studies - University of Richmond
Instructor: Gill Robinson Hickman, PhD

Needed: Projects for students in a Leading Change course
Submit RFP by: **Friday, August 21, 2009**
Timeframe for Project: Approximately first week in September through first week in December
Final Selection: Students in the course will select the final organization(s)

Description

We are seeking organizations that need assistance with projects or programs involving *organizational, community, political, and social action/social movement* change.

- **Organizational Change Projects** focus on change *within* the organization that will generate major improvements in some aspect of its functioning, such as its structure, services or products, strategic focus, branding or market image, client/customer service, interaction with competitors or stakeholders (internal or external), internal decision-making authority or power sharing, and so on.
- **Community Change Projects** focus on developing programs and projects that change social and/or economic conditions in communities. These programs or projects often develop or enhance resources in the community so that people are empowered as a group and individually through their collective efforts to change a condition.
- **Political Change Projects** focus on support or advocacy for the organization's cause or mission with public officials, boards, councils and legislatures or participation in change to improve or initiate public policy.
- **Social Change/Social Movement Projects** focus on change to improve conditions for groups in society that have been underrepresented, excluded or disadvantaged, or change that advances a sustainable environment. Social change or social movement projects represent a local version of a larger social issue such as homelessness, poverty, environmental sustainability, human rights, social justice, and so on.

Selection

1st priority – Entire class works in one organization: All students in the class select **one organization** that needs assistance with projects in **all four areas** (organizational, community, political, and social action/social movements); **or**

2nd priority – Each group works in different organizations: Each student group selects a project in **one of the four areas** (organizational, community, political and social action/social movements) from different organizations. (Note: We need project submissions in each of the four areas for instructional purposes.)

- Students in the class will review all applications during the first two weeks of school. They may e-mail or call your agency's or company's contact person to schedule a visit to your site.
- The members of the class will make the final selection.

What Your Organization Will Gain

- **A substantial amount of person power at no charge**
Each student is required to contribute a minimum of 25 hours in ***direct work on the project*** over a 10-12 week period.
 - Students have a designated class period to work on-site every week: **Mondays from 3:00-5:40 p.m.**
- **A new change project or advancement of an existing project**

Your agency or company can have students work with the organization to initiate a new change project or engage them in an on-going change project. They bring new ideas and apply concepts that they learn in class to the project.

- ***A written and oral report with recommendations***

At the conclusion of the semester, students will provide your organization with a written and oral report of their work, findings, and recommendations. Since real change takes time, continuation of the change is a critical component of the change project. Therefore, **each site will need to help the student group identify the person or group that will continue the change project after the students are gone.**

APPLICATION – LEADING CHANGE PROJECT

Deadline: Friday, August 21, 2009

Organizations that would like to request assistance from students in the Leading Change (LDST 356) class must submit an RFP that includes the information below.

1. **A description of the organization**
 - a. Brief background including purpose or mission
 - b. Number of employees – full-time and part-time

2. A **brief description** of the change project in all four areas (for entire class) or one area (for one group) listed below:
 - a. Organizational change
 - b. Community change
 - c. Political change
 - d. Social change/Social movement

3. **Contact Person/Project Coordinator**
 - a. Name and title:
 - b. E-mail address:
 - c. Telephone number:
 - d. Preferred mode of contact (e-mail or telephone):
 - e. Will the contact person or another designated staff person be available to work with the students and verify their hours/time worked on **Mondays from 3:00-5:40 p.m.** (or 3:00-5:00 if the office closes at 5:00 p.m.)? Yes No

4. **Site location/address**

Send the request to **Dr. Gill Hickman, Professor of Leadership Studies**, at ghickman@richmond.edu. Please contact Dr. Hickman by e-mail if you have questions prior to submitting your proposal.