

**Request for Proposal**  
**Beeck Center for Social Impact + Innovation**  
**Diversity, Equity, Inclusion, and Belonging**  
**Consultant**



*GEORGETOWN UNIVERSITY*

<b>Issue Date</b>	November 1, 2022
<b>Submission Deadline</b>	December 16, 2022
<b>RFP Administrator</b>	George Chewning Deputy Director Beeck Center for Social Impact + Innovation Email: <a href="mailto:George.Chewning@georgetown.edu">George.Chewning@georgetown.edu</a>

**November 1, 2022**

Dear Firms,

Georgetown University's Beeck Center for Social Impact + Innovation is soliciting written proposals from qualified consultant firms that specialize in helping organizations transform into more diverse, equitable, and inclusive environments. At the Beeck Center, our mission is to improve systems that are the foundation for daily life, using data, design, and technology as instruments for equitable societal change. We understand that in order to succeed in this mission, we must reflect and grow internally in our understanding of and action toward equity.

We are seeking a partner firm in this work that will provide leadership, materials, and supervision, with the support and collaboration of Beeck Center staff, to design and implement an organization-wide Diversity, Equity, Inclusion, and Belonging (DEIB) work plan with a focus in the areas of people and culture.

All questions regarding the RFP are to be addressed to George Chewning, Deputy Director, at [George.Chewning@georgetown.edu](mailto:George.Chewning@georgetown.edu).

**RFP Submission Deadline**  
**Contract Award**

**December 16, 2022**  
**February 2023**

Thank you for your time, and we look forward to reviewing your proposals.

Sincerely,  
George Chewning

## Introduction

The purpose of this Request for Proposals (RFP) is for Georgetown University's Beeck Center for Social Impact + Innovation (Beeck Center) to solicit proposals from qualified firms to design and implement an organization-wide Diversity, Equity, Inclusion, and Belonging (DEIB) work plan focusing on people and culture.

### *About Georgetown University*

Georgetown University is one of the world's leading academic and research institutions, offering a unique educational experience that prepares the next generation of global citizens to lead and make a difference in the world. We are a vibrant community of exceptional students, parents, faculty, alumni, and professionals dedicated to real-world applications of our research, scholarship, faith, and service.

Established in 1789, Georgetown is the nation's oldest Catholic and Jesuit University. Drawing upon the 450-year-old legacy of Jesuit education, we provide students with a world-class learning experience focused on educating the whole person through exposure to different faiths, cultures and beliefs. Students are challenged to engage in the world and become men and women in the service of others, especially the most vulnerable and disadvantaged members of the community. These values are at the core of Georgetown's identity, binding members of the community across diverse backgrounds.

Georgetown serves over 17,000 students and has an alumni network of over 165,000 graduates. The University has a staff and faculty headcount of more than 2,500. For more information on Georgetown University, please see [www.georgetown.edu](http://www.georgetown.edu).

### *About Beeck Center for Social Impact + Innovation*

The Beeck Center for Social Impact + Innovation at Georgetown University brings together students, expert practitioners, and extended networks to work on projects that solve societal challenges using data, design, technology, and policy. Our projects test new ways for public and private institutions to leverage data and analytics, digital technologies, and service design to help more people.

The Beeck Center includes approximately 10 staff, 15 project team members, and 10 students who work on five flagship projects. For more information on the Beeck Center for Social Impact + Innovation, please see [beeckcenter.georgetown.edu](http://beeckcenter.georgetown.edu).

### *Beeck Center-Georgetown Relationship*

The Beeck Center is a part of Georgetown University. While being housed within the larger institution provides access and opportunity for resources, the Beeck Center is also subject to University policies and procedures. In building out the Center's internal processes (recruitment, surveys, etc.), we must ensure our practices are in compliance with University policies and may undergo review and oversight from University administration. However, the Beeck Center also has a unique positioning and opportunity to influence the University on a larger scale. Based under the Office of the Provost, the Beeck Center is known as a place of innovation and collaboration at Georgetown. As we build a plan to embody DEIB principles in our team and projects, we will need to navigate both the parameters and the opportunity within the University. We envision our internal work as the first step to identifying areas for engagement and influence with the broader University community.

## Phases of Work

We envision this work as a multi-stage process. **This RFP is specifically for the first phase of work.** If we find the right consultant partner, there may be an option to extend the contract into the second phase of work.

**Phase 1: People + Culture.** Center DEIB principles and processes in the Beeck Center's talent management practices and community norms.

**Phase 2: Program Design.** Center DEIB principles and processes in the Beeck Center's program design, implementation, and evaluation.

## Scope of Services

We are seeking a partner firm in this work that will provide leadership, materials, and supervision, with the support and collaboration of Beeck Center staff, to design and implement an organization-wide Diversity, Equity, Inclusion, and Belonging (DEIB) work plan with a focus in the areas of people and culture (see Phase 1 above). Since the Beeck Center was founded in 2014, we have engaged in limited, ad-hoc DEIB activities, training, and conversations as an organization and as part of Georgetown University. However, as the Beeck Center's mission has narrowed and solidified over the past two years, we now see the need to create a more comprehensive approach to embedding equity principles into our programmatic work (see Phase 2) – and we know this commitment must start with our own people, organizational practices, and culture (see Phase 1). As we plan for the Beeck Center's future, we are committed to creating a solid foundation and shared vision that we can build upon.

**This scope of services is for the first phase of work (People + Culture).** With the right consultant partner, there may be an option to extend this contract into the next phase of work.

There are two distinct yet interrelated areas that we want to address in this first phase:

1. **People:** We envision a Beeck Center that is equitable in how we recruit, hire, retain, and support fellows, project teams, and staff. We envision a working environment where everyone feels safe, seen, and valued in the course of their daily work.
2. **Culture:** We envision a Beeck Center with defined and united equity principles that we are committed to and have invested in with strong community norms that support diversity, equity, inclusion, and belonging. A workplace and mission that are proactive, supportive, and responsive to the needs and struggles of diverse and marginalized identities.

While we look for leadership from the partner firm, we have identified the following key needs and deliverables to be included within the scope of services:

1. Initial meeting with leadership and key staff to discuss and confirm scope, budget, and schedule.
2. Completing an organizational evaluation:
  - a. **Deliverable:** Co-design Beeck Center annual 'belonging' survey.
  - b. **Deliverable:** Conduct interviews with the Beeck team and other research to identify and understand our organizational DEIB baseline related to the areas of people and culture.

3. Building consensus and understanding of what we mean when we say "equity" and what it means to view our work through an "equity lens."
  - a. **Deliverable:** Proposal for facilitated group session(s) to build consensus and understanding from our baseline.
4. Building individual- and team-level capabilities in creating and fostering a culture of inclusion and belonging.
  - a. **Deliverable:** Create and conduct an assessment of existing capabilities, methods for strengthening and sustaining capabilities, and gaps or areas of needed improvement.
  - b. **Deliverable:** Develop a schedule of ongoing regular training to build team capabilities, acknowledging that the structure of our organization inherently means teams change and evolve.
5. Creating DEIB principles for the Beeck Center:
  - a. **Deliverable:** Facilitate group session(s) to craft an anchoring team code of conduct and organizational commitment to Inclusion and Belonging.
6. Implementing DEIB principles into our organizational strategy and any other areas that we/the partner firm identifies through the evaluation and design process:
  - A. **Deliverable:** Designing an actionable plan with our staff team, including processes, tools, and methods (e.g. qualitative and quantitative metrics) for ongoing self-reevaluation, measurement, accountability, growth, staff commitments, timelines, and resource(s) identification.

The consultant firm will lead this work with support and collaboration from Beeck Center leadership, staff, and project teams. The Beeck Center would also be happy to share additional internal documents detailing previous DEIB work background and information for further context.

## Project Timeline

While a finalized timeline will be drafted in partnership with the selected firm, the anticipated kick-off for this project will occur in February 2023 and conclude in August 2023.

## The RFP Process

The following section provides a timeline and requirements for the firm evaluation process.

Each firm must prepare a proposal that follows the submission elements below. Additional material pertinent to the RFP is encouraged if applicable. Please note the following:

1. All information submitted by firms and related evaluations shall be considered confidential.
2. Electronic submissions shall be made in .pdf format and the Proposal must be received by George Chewning ([gc897@georgetown.edu](mailto:gc897@georgetown.edu)) by December 16, 2022 at 8:00pm ET. If you would like an extension, please contact George Chewning prior to December 12, 2022.
3. The Beeck Center will begin to review Proposals on December 5, 2022.
4. Firm interviews may be conducted at Beeck Center's discretion. The Beeck Center will inform all participating firms if there will be interviews.

## Submission Elements + Requirements

### 1. General Firm Information

Please provide contact information for the lead client contact for this proposal, including:

- Company name, contact name, address, and email address.
- Description of firm/team.
- Legal company organization.
- List of applicable licenses/certifications.
- Any past experience or familiarity working with Georgetown University.

## **2. Firm Profile**

Please provide a concise firm profile that addresses the following topics:

- Firm history, including length of continuous time in service and years of experience.
- Firm's overall reputation, service capabilities and quality.
- List and a brief description of 2-4 similar projects completed by your firm or currently in progress. For each project, include the firm's role; contract scope, project owner, project location, contact name and title, current telephone number, and email address.
- If applicable, list and description of any litigation; arbitration; claims filed by your firm against any project owner as a result of a contract dispute; claim filed against your firm; and any termination from a project.

## **3. Team Experience & Qualifications**

- Describe each team member's position within the firm and provide their bios. Briefly describe each team member's role on this project.
- Provide team experience working together on similar projects.
- Describe the firm's diversity, equity, inclusion, and belonging practices and commitments, including with regard to recruitment and hiring.
- Identify any consulting or sub-contracted teams (if applicable), including key personnel and how they would be involved in the project.

## **4. Firm References and Past Performance**

The firm shall provide a list of at least three (3) client references where services similar to those outlined in this RFP are being provided. References will include the following information:

- Company/Organization Name.
- Contact Name.
- Phone Number.
- Email.

The firm should provide information about past performance/experience on similar projects.

## **5. Approach to the Work and Project Schedule**

The firm shall concisely summarize its concept of how it will approach the scope of services described above, including any recommended amendments to the scope, if applicable. The firm shall also provide their approach the measurement and evaluation of progress and any applicable success criteria or metrics.

## **6. Cost Proposal**

The firm shall identify any assumptions and exclusions made in its cost proposal, and shall

provide sufficient details as to proposed staffing, implementation strategy, and other factors of its plans to enable Georgetown to understand the firm's basis for its cost proposal. Cost proposal shall list each key need separately:

- Initial meeting(s) with leadership and key staff to discuss and confirm scope, budget, and schedule.
- Completing an organizational evaluation.
- Building consensus and understanding of what we mean when we say "equity" and what it means to view our work through an "equity lens."
- Building individual- and team-level capabilities in creating and fostering a culture of inclusion and belonging.
- Creating DEIB principles for the Beeck Center.
- Implementing DEIB principles into our organizational strategy and any other areas that we/the partner firm identifies through the evaluation and design process.