



Request for Proposals: ARCUS Leadership Program Administration

Project Overview

[The ARCUS Leadership Program \(ARCUS\)](#) seeks a partner or new administrative home to continue providing leadership development to emerging leaders in the disciplines of applied history: public history, historic preservation, museum management, conservation, archaeology, archives, and anthropology. ARCUS has been twice-funded by the American Express Foundation, first \$200,000 for conception of the program and \$225,000 today for its expansion and early operation, for a total of \$425,000. Today, the program is in its final year of a 3-year American Express grant and is ready to be integrated into a mission-driven organization, such a college/university or national nonprofit, with an interest in providing leadership development that advances both today's emerging applied history leaders as well as the field itself. ARCUS has grown and evolved exponentially in its original setting within the partnership of [Cultural Heritage Partners, PLLC](#) and the [SRI Foundation](#); in fact, ARCUS is reaching its limits within this structure and needs a broader setting with a public-interest purpose to move beyond the limits this structure will eventually face, including fundraising, reach, and additional partnerships, to name a few.

We seek a new administrator to commence operations and leadership over ARCUS while continuing the general purpose and tenor of the program, adhering to the following “non-negotiables.”

1. Access to ARCUS will not be limited to an exclusive audience (e.g., terminal degree candidates at one university) but will be more open within a reasonable business model
2. ARCUS will continue to meet its program objectives:
 - a. Connect emerging leaders in a network that will better enable them to achieve their goals in and for the field
 - b. provide leadership skills and knowledge based in a foundation of equitable, inclusive, and diverse practice in the disciplines of public and applied history

Organization History

The ARCUS Leadership Program was developed as a component of 2016's Preservation50, a celebration of the fiftieth anniversary of the signing of the National Historic Preservation Act of 1966, the legislation that underpins much of our federal historic preservation policy. Among the top Preservation50 priorities was to identify, educate, and engage emerging leaders of the heritage preservation movement to ensure its greater impact during the next fifty years.

The foundation of the program is its online, self-paced course offerings, providing leadership instruction in an array of topics that are typically missing from public history instruction, which tends toward more specific and technical subjects. ARCUS courses cover 24 roles a leader could be expected to successfully adopt and provides tools and knowledge about each one through the lens of public history. The roles range from administrative functions—such as budgeter, office manager, and HR manager—to more

public functions—such as advocate, Native American Partner, and visionary. A full listing of courses can be found [here](#).

ARCUS has expanded since its beginning, growing to include applied history disciplines beyond historic preservation, such as archaeology, anthropology, conservation, archives, and museum/historic site management. The program has also matured in its approach to supporting a more equitable field of history conservation:

The courses remain a foundation, and ARCUS staff worked to make them available to public history professionals free during COVID-19 by offering them through relevant national associations. The program served more than 750 individuals at that time with free professional development.

“I have found that most of the courses I've taken related directly in some specific way to a project or dilemma I am currently dealing with. It has been enormously helpful and really led to some productive preservation action here. Just last night, I used my response to ‘Grasstops’ to present ideas for lobbying and advocating to our city council (the immediate decision-makers I deal with) to our Historic Resources Board. Board members enthusiastically received and discussed these ideas and voted to move forward with them all. I never would have thought of this if not for the class and that particular assignment.” Kathie Schey, Chair of Huntington Beach Historic Resources Board & City Archivist

The ARCUS Fellowship is an in-depth leadership growth experience. 177 individuals have completed or are completing their fellowship now. It includes access to all the courses for a year as well as networking, mentoring, and a series of antiracism workshops examining applied history practice. The latter currently focus on organizational change, storytelling, advocacy, and a final case study.

“I was looking for best practices and equity and justice at the center, and you introduced some great faculty who hit that on the head. That’s inspired my work, and I’ve continued to show up equity-centered and justice-aligned.” Matthew Gilbert, Esq.

Cultural Heritage Partners, PLLC, (CHP) is the primary manager, administrator, and facilitator of ARCUS. CHP is a cultural heritage law firm with practices in heritage preservation, indigenous heritage, art/antiquities, and ESG (environmental, social, governance).

The SRI Foundation serves as fiscal agent and advisor to the ARCUS Leadership Program. The SRI Foundation seeks to enrich society by fostering historic preservation. The Foundation achieves this mission by creating an understanding and appreciation of our shared past and by improving the practice of historic preservation.

Scope of Work

The ARCUS Leadership Program (ARCUS) seeks a partner or new administrative home to continue providing leadership development to emerging leaders in the disciplines of applied history: public history, historic preservation, museum management, conservation, archaeology, archives, and anthropology. The ideal respondent will:

- see ARCUS as an improvement upon their existing work
- be excited by possible expansions and improvements to the program
- have a dedicated staff member at half time minimum to dedicate to the program management
- understand the field(s) of public/applied history and their opportunities and challenges
- be energized by improving the world through leadership development

Minimum services required to run ARCUS successfully include:

- monitoring and administering the website
- updating and adding courses as needed
- inducting new fellowship cohorts 1-2 times per year
- organizing and facilitating the fellowship workshop series and networking events (currently virtual)
- grading course submissions and issuing certificates

There are some key opportunities embedded in the program that have not yet been realized. First, the funding model for ARCUS has continued to evolve, and with a much stronger user base, this is ready for a plan. Second, ARCUS has a robust number of alumni that have expressed interest in connection to the program in varied ways through our alumni survey. This has not been realized yet, but could easily do so. Third, the workshop series has been extremely well-received, run by excellent guest faculty, and is unique to our field. It could be reviewed for other ways to impact the applied history disciplines beyond the fellowship.

ARCUS comes with assets:

- ARCUS website/content containing the online courses, at <https://arcusleaders.com/>
- Mailing list of former Fellows (177) and learners (more than 750)
- Introductions with program partners in more than 15 national organizations/associations
- Analytics and assessments to date
- Ability to negotiate ongoing support from current ARCUS staff

Technical Requirements

There are minimal technical requirements for the ARCUS Leadership Program:

- The website runs on a LearnDash/WordPress platform. This can be transferred, or the content can be provided for another platform integration.
- There are gaggle email lists for Fellow cohorts.
- There is a LinkedIn and a FaceBook social media account.
- Some cohorts of Fellows have private FaceBook accounts.

Timeline

- Questions regarding this Request for Proposal may be emailed to jackie@culturalheritagepartners.com no later than June 25, 2021, at 11:59 PM. We may respond by email or phone call.

- Please respond to this Request for Proposal no later than Friday, July 30 at 11:59 PM. Proposals should be in electronic Adobe PDF format and should be emailed to jackie@culturalheritagepartners.com.

Principal Point of Contact

Jackie Barton, Program Manager for the ARCUS Leadership Program, is the point of contact for this RFP: jackie@culturalheritagepartners.com