

## CALL FOR CONSULTANTS

### Targeted Universalism Case Studies Consultant

#### OVERVIEW:

The [Othering and Belonging Institute](#) (“The Institute”) brings together researchers, stakeholders, policymakers, and communicators to identify and challenge the barriers to an inclusive, just, and sustainable society and to create transformative change. The Institute serves as a national hub of a vibrant network of researchers and community partners, and, as such, plays a leadership role in translating, communicating, and facilitating research, policy, and strategic engagement for societal good. The Institute advances research and policy related to marginalized groups and social cleavages including disability, LGBTQO citizenship, race, religion, economics, public health, education, democracy and the new emerging research on global north/global south relations. The Institute represents a tremendous opportunity to bring leading researchers and substantial resources across disciplines to bear on society’s pressing and pivotal issues related to equity, inclusion, and diversity.

Targeted Universalism is a framework where universal goals are established for all groups concerned. The strategies developed to achieve those goals are targeted, based upon how different groups are situated within structures, culture, and across geographies to obtain the universal goal. Targeted universalism is goal oriented, and the processes are directed in service of the explicit, universal goal. Targeted Universalism is a platform to operationalize programs that move all groups toward the universal goal as well as a way of communicating and publicly marketing such programs in an inclusive, bridging manner. Targeted universalism means setting universal goals pursued by targeted processes to achieve those goals.

The Institute seeks to partner with a contractor who can skillfully fulfill the duties below within the identified timeframe. The Institute is commissioning this work to help identify proof of concept in application of Targeted Universalism. We aim to learn from the ways that organizations have applied TU and gain insight to what further information would be helpful in advancing its application. The consultant will also help the Institute share the stories of TU application through the development and distribution of Case Studies.

#### OBJECTIVES/DELIVERABLES:

**Research Needs Assessment:** to assess the historical and current status of Targeted Universalism (TU) implementation and outstanding needs of institutions to advance their TU specific work. Conducting a minimum of three interviews per sector, Minimum of 15 completed interviews.

**Needs Assessment includes the completion of the following tasks:**

- Informing interviewees and establishing rapport
- Design and receive approval on semi-structured interview series
- Create a documentation base for interview content and work produced permanently accessible to OBI
- Conduct, schedule, and thoroughly document interviews
- Produce an internal memo and share presentation synthesizing findings from interviews
- Identify work that is well suited for additional documentation as a case study

**Case Studies:** A total of 6 case studies will be written to highlight their history, current work, issues faced and path forward to provide information for others to deepen understanding of how Targeted Universalism can be implemented. All case studies will be considered for use, noting consideration to groups utilized OBI published materials, or reference of them in their work.

**Needs Assessment includes the completion of the following tasks:**

- Gathering existing public-facing information about each identified project, its history over time, and any assessment of implementation
- Conduct semi-structured interview with key contributors from each organization
- Assist with selection of which case studies will be developed
- Author case studies
- Case Studies will be subject to review, editing and refining by OBI staff
- Identify case studies best suited for a podcast and coordinate information exchange with the communications team who will create them.

**Additional Responsibilities:**

- Join TU collective meetings as scheduled
- Meet with project supervisor weekly or bi-weekly as agreed upon
- Communicate with and make decisions in partnership with project supervisor or TU team as applicable
- Maintain continual communication with O&BI staff regarding review process of reports
- Serving as project contact with external groups (e.g. communicating with external contacts, scheduling, maintaining project tasks and timelines, etc.)
- Prepare and navigate university's research review process in partnership with OBI Research Director for interviews and survey

Task	Completion Date
Complete and document all interviews for needs assessment	Two months from start date
Complete all writings of case studies and submit them	Six months from start date
Complete podcasts	Six months from start date

Complete all Additional Responsibilities according to their stated timeframes	Continually through contract
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**EXPERTISE:**

- Experience with designing and conducting semi-structured interviews
- Strong ability to thoroughly and consistently documentation of findings
- Ability to independently conduct research
- Authoring compelling case studies
- Commitment to time management and communication
- Experience in local government or philanthropy preferred but not required
- Degree in Public Policy or Political Science preferred but not required

**PERIOD OF PERFORMANCE:**

The period of performance for this Scope of Work is 6 months from the start of the contract.

**AVAILABLE RESOURCE MATERIALS:**

OBI will provide the consultant with necessary background documents. The consultant is also expected to identify and use resources via electronic and print media and solicit additional information and resources, as appropriate.

**LOCATION:**

Work will be conducted virtually.

**APPLICATION INSTRUCTIONS:**

To apply, please send your CV/daily or hourly rate, and a brief cover letter describing how your expertise aligns with this scope of work to: [ashgallegos@berkeley.edu](mailto:ashgallegos@berkeley.edu). Please put in the subject line: TU Consultant.