



**Business Services
Contracts Office**

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REQUEST FOR PROPOSALS

For

STRATEGIC PLANNING

FACILITATION

Request for Proposals Issued: February 2, 2015

Deadline for Submittal of Proposals: February 23, 2015

Request for Proposals for Strategic Planning Facilitation

I. OVERVIEW

Introduction

The Sacramento City Unified School District (SCUSD) is seeking proposals from qualified consulting firms to facilitate the development and execution of its 2015-2020 Strategic Plan.

Background

At SCUSD, there is enormous potential to improve the lives of underserved children. SCUSD is the 13th largest school district in California and one of the 100 largest in the United States, serving approximately 44,000 students on 75 campuses, pre-school through adult. Neighborhoods served range from thriving affluent areas around the Capitol to federal housing projects. Seventy-one (71) percent of SCUSD students qualify for a free or reduced-priced lunch; at 36 schools, 100% of students meet this federal poverty threshold.

The Civil Rights Project at Harvard University, in conjunction with Time magazine, has named Sacramento “America’s Most Integrated City,” a place where “everyone’s a minority - including whites.” Our student population is 37% Hispanic or Latino; 17% Asian; 18% African American; and 19% White. About 5% of students are of two or more races or ethnicities. Residents within SCUSD speak more than 48 languages; 40% of students do not speak English at home.

Currently, SCUSD is in Year Three of Program Improvement (PI), 55 (70%) of its schools have PI designations. To reach its goal of ensuring that all of its students are college- and career ready upon graduation, SCUSD’s last *Strategic Plan 2010-2014: Putting Children First* focused on three foundational pillars (Career- and College-Ready Students, Family and Community Engagement and Organizational Transformation) and guided the work of SCUSD. This plan was developed in collaboration with teachers, parents, staff, students, and community partners and supported SCUSD’s Board of Education-adopted mission statement. The pillars of the plan are still central to the work. SCUSD remains steadfast in its commitment to equip its students with the knowledge, habits of mind, and skills, via a rigorous, relevant and well-rounded education, that will we prepare them for college, the workplace, and the community. To this end, SCUSD will continue to engage its families and community partners, and continue promote a culture of continuous improvement, collaboration, innovation, and creativity. The pillars both anchor SCUSD’s decisions and propel us forward as we accelerate our rate of change to keep pace with a rapidly changing world.

II. GENERAL INSTRUCTIONS

Interested firms are invited to submit one original signed proposal and seven (7) separate digital copies (flash drives) in write protected PDF format.

The proposal shall be submitted in the format provided and the complete proposal, together with any and all additional materials, shall be enclosed in a sealed envelope addressed and delivered no later than 4:30 p.m. on Monday, February 23, 2015 to the following address:

Sacramento City Unified School District
Contracts Office
5735 47th Avenue
Sacramento, CA 95824

The sealed envelope shall be marked on the outside lower left corner with the words “RFP for Strategic Planning Facilitation”. It is the firm’s sole responsibility to ensure that their response is received prior to the scheduled closing time for receipt of statements of qualifications. No corrected or resubmitted Statements will be accepted after the deadline. Faxed responses are not appropriate for submission and will not be accepted or considered.

This Request for Proposals does not commit the Sacramento City Unified School District to award a contract or pay any costs incurred in the preparation of a response to this request. SCUSD reserves the right to accept all or part of any responses or to cancel in part or in its entirety this Request for Proposals. SCUSD further reserves the right to accept the response that it considers to be in their best interest.

All requirements must be addressed in your proposal. Non-responsive proposals will not be considered. All responses, whether selected or rejected, shall become the property of SCUSD. Firms are responsible for checking the website periodically for any updates or revisions to the RFP.

Requests for Information

Questions related to this RFP should be submitted in writing to Kimberly Teague, Contract Specialist, at kimt@scusd.edu no later than Wednesday, February 11, 2015. Specify “RFP for “Strategic Planning Facilitation” in the subject line. Responses to all questions received will be posted on the District’s website, www.scusd.edu > Offices > Contracts > Request for Proposals.

III. SCOPE OF SERVICES

Successful applicants will submit a proposal designed to address the following. Please compose the proposal by identifying each bulleted service:

- Customize the process aligned with SCUSD’s specific needs.
- Identify no more than three to four high-leverage strategic goals.
- Ensure inclusion of all stakeholders (community, parents, students, and staff) that is proportionately representative of the cohort district, and ensure all have an opportunity to provide structured input.
- Involve Board of Education members as an integral part of the process providing input, support and commitment.
- Facilitate conversations with stakeholders.
- Support the strategic planning committees and subcommittees in gathering and organizing internal and external environmental assessments.
- Help communicate the work of the strategic planning committee and subcommittees and the outcomes of their work.

- Keep the process on track, on time and on budget.
- Review existing planning and assessment documents, including the most recent strategic plan.
- Align Strategic Plan process (including outreach efforts and data analysis) to existing LCAP activities and systems.
- Employ both Quantitative and Perceptive Data to guide SCUSD in identifying priority goals/strategies.
- Outline a process to ensure implementation and evaluation of the plan with measureable key performance-based indicators/metrics.
- Ensure alignment with the current plan and processes.
- Describe the process for renewal of the vision, mission and beliefs.
- Utilize effective practices and trends within the educational industry, e.g., online learning and effective integration of technology.
- Include guidelines for resource allocation in the strategic plan.

The Proposal must identify the following:

- The consultant’s experience with public school districts, especially facilitating strategic planning processes.
- How the consultant/facilitator will use technology to streamline the process (i.e., electronic input), as well as sufficient opportunities for face-to-face input (i.e., public forums, focus groups) including any technology support needs SCUSD would be expected to provide.
- Costs must be total and inclusive.
- Team members, including both the lead consultant, and team members, along with their curriculum vitae.
- How timelines will be aligned with SCUSD needs.

Deliverables will include:

- Needs Assessment
- Methodology/Dissemination
- Assessment of Representative Stakeholders’ Input and Perspectives
- Preliminary Report and Recommendations
- Final Report, and Five-Year Vision and Strategic Plan

IV. CONTENTS FOR PROPOSALS

In order for proposals to be considered, said proposal must be clear, concise, complete, well organized and demonstrate both respondent's qualifications, and its ability to follow instructions. The quality of answers, not length of responses or visual exhibits is important.

The proposals shall be organized in the format listed below and shall be limited to thirty (30) pages (excluding attachments and appendices) on 8 ½" x 11" paper with all responses bound with tabs separating each section. Respondents shall read each item carefully and answer accurately to ensure compliance with SCUSD requirements. Failure to provide all requested information or deviation from the required format may result in disqualification.

A. Submittal Letter

Include the RFP's title and submittal due date, the name, address, and telephone number of the responding firm. Include a contact person and corresponding e-mail address. The letter shall state that the Proposal shall be valid for a 60-day period and that the staff proposed is available immediately to work on this project. The person authorized by the firm to negotiate a contract with SCUSD shall sign the cover letter.

B. Description of Firm

This section should provide information regarding the size, location, nature of work performed, years in business and the approach that will be used in meeting the needs of SCUSD.

C. Organizational Structure

Describe your firm's organizational structure. Provide the names of the professionals who will be responsible for this project. Please provide brief resumes for these individuals.

D. References and Description of Experience

This section should identify similar projects that the firm has completed as outlined in the RFP. Use this section to indicate the areas of expertise of your firm and how that expertise will benefit SCUSD. Include at least three (3) school districts with similar demographics and student performance, along with the names of individuals familiar with your work that can be contacted by SCUSD staff.

E. Project Overview

This section should clearly convey the firm's understanding of the nature of the work related to strategic planning and the general approach that will be used to implement a strategic plan. This section should include, but not be limited to, a discussion of the organization of the project and a summary of the proposed approach.

F. Cost

This section must provide a full description of the expected expenditures for the work described in this RFP. Cost proposed must include all consultant fees, preparation of deliverables, travel expenses per trip to Sacramento (if applicable), printing, etc.

V. SELECTION CRITERIA

Firms submitting proposals are advised that all proposals will be evaluated to determine the firm deemed most qualified to meet the needs of SCUSD. The selection criteria will include, but not be limited to, the items listed below:

- A.** Demonstrated understanding and responsiveness to the Request for Proposals.
- B.** Proposals and experience of firm and personnel named in the proposal.
- C.** Past experience assisting California school districts in implementing strategic plans.
- D.** Project understanding and approach including an understanding of the District.
- E.** Satisfaction of previous clients. Provide at least three (3) references that reflect similar demographics and student performance, and are similar to the work contemplated in this RFP. Include the scope of work for each reference.
- F.** Oral interview (if applicable).
- G.** Completeness and quality of the proposal.
- H.** Cost

VI. PROCESS FOR SELECTING FIRM

A Selection Advisory Committee will evaluate and select those firms deemed to be the most highly qualified to perform the required services.

The Selection Advisory Committee may choose to interview any, all, or none of the respondents as may be in the best interest of SCUSD. If interviews are held, selected firms will be notified as to place, time, date and purpose of the interview.

The names of all firms submitting proposals and the names, if any, selected for interview shall be public information. At the conclusion of the RFP process, committee comments and evaluation scores, as well as the contents of all proposals become public information. Firms that have not been selected will be notified in writing after the conclusion of the selection process.