



**RFP TITLE:** Alliance College-Ready Public Schools Consulting Services for Developing an Alliance Parent Engagement Vision and Multi-Year Strategic Work Plan

**RFP #:** SY1819-0006

**DATE OF ISSUANCE:** April 3, 2019

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**Please submit all proposals electronically via email to:**  
Tiffany Wilson, Director, Strategic Initiatives, Schools Team  
Alliance College-Ready Public Schools  
[twilson@laalliance.org](mailto:twilson@laalliance.org)

**Bid Due Date: April 19, 2019 at 5:00 PM PST**



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## 1. INTRODUCTION AND BACKGROUND

Alliance College-Ready Public Schools (“Alliance”) is a nonprofit organization operating 25 public middle schools and high schools in Los Angeles, CA serving 12,900 students. Our mission is to open and operate a network of small, high-performing high schools and middle schools in low-income communities in California with historically under-performing schools that will annually demonstrate student academic achievement growth, and graduate students ready for success in college. Our schools are built upon five core values: 1) high expectations for all students, 2) small personalized learning environments, 3) increased instructional time, 4) highly qualified educators, and 5) parents as partners.

Alliance is seeking proposals from qualified vendors (“vendors” or “consultants”) to provide consulting services to the Alliance Home Office Schools Team for the purpose of developing an Alliance vision for Parent and Family Engagement and a multi-year work plan to implement the vision. The purpose of this Request for Proposal (“RFP”) is to solicit proposals from various qualified vendors, conduct a fair and extensive evaluation based on criteria listed herein, and select the vendor that can deliver the highest quality work product that best represents and aligns to the direction in which Alliance wishes to go.

## 2. REQUEST FOR PROPOSALS

### Alliance Proposal Reservations, Authorities and Options:

- Any proposal not providing the required information may be disqualified on that basis. Incomplete proposals or proposals submitted after the submission deadline may not be considered.
- Alliance reserves the right, in its sole and absolute discretion (for this provision and all other provisions contained in this RFP), to accept or reject, in whole or in part, any or all proposals for any reason.
- Alliance reserves the right to make corrections or amendments due to errors identified in proposals by Alliance or the respondent.
- Alliance reserves the right to modify and/or amend the final contract in negotiation with the respondent.
- Alliance reserves the right to select one or more respondents to perform the services.
- Any complaints or grievances concerning or arising out of this RFP shall be submitted in writing to: Attn: Procurement Manager, 601 S. Figueroa Street, 4<sup>th</sup> floor, Los Angeles, CA 90017.

### RFP Process Schedule:

Listed below are the scheduled activities related to this RFP. Alliance reserves the right to modify the timeline by posting the change as an addendum on the Alliance website: [www.laalliance.org](http://www.laalliance.org).

Activity	Expected Completion Date
Publication of RFP	April 3, 2019, 5pm PDT
Due Date for Respondents’ Questions	April 8, 2019, 5pm PDT
Response to Questions	April 12, 2019, 5pm PDT
Proposal Due Date	April 19, 2019, 5pm PDT
Estimated Notification of Award	April 26, 2019, 5pm PDT



Estimated Contract Start Date	May 1, 2019, 5pm PDT
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**Proposal Submission Information:**

Responses to questions from respondents regarding this RFP will be posted on the Alliance website: [www.laalliance.org](http://www.laalliance.org). Proposals must be submitted in **PDF-format only** via email to Tiffany Wilson, Director, Strategic Initiatives, at [twilson@laalliance.org](mailto:twilson@laalliance.org). Please include “Your Company Name-Alliance Parent Engagement Envisioning” in the subject line. No responses will be received via email after 5:00 PM on April 19, 2019. The following actions will disqualify your proposal:

- Late submission of proposal
- Inquiries/questions regarding this RFP that are directed to any other Alliance representative, vendor, or agent other than Tiffany Wilson or her designee stated in writing.

**3. SCOPE OF WORK**

Alliance desires to receive high-quality, professional consulting services. The general scope of these services is set forth in this RFP.

**Background**

For several years, one of Alliance’s codified core values has been that parents are partners in their child’s education. However, a lack of shared understanding regarding what is meant by that core value has, at times, led to inconsistencies in how that core value has been expressed and lived across school sites and within the Home Office. This has resulted in inconsistencies across schools in the role and responsibilities of the Parent Engagement Specialist (“PES”), which was a position created to make the Parents as Partners core value live within schools.

As well, as Alliance has grown, there have been disparate programs and approaches throughout the network, without an overarching theory of how to engage parents and to what end. Finally, there have been multiple teams within the Home Office that engage with and make asks of PESs and parents without an overarching shared vision or goal.

**Objective**

Alliance is seeking a consultant to develop and implement a strategic plan that will allow the organization to engage in a re-envisioning of parent and family engagement. The strategic plan will map out a process that includes the Home Office (multiple teams), school-based stakeholders (multiple groups), parents and scholars in answering the following questions:

- What is the Alliance vision for integrated parent engagement that includes the why and the ideal state for what we are trying to achieve?
- What is our theory of action? (If we do XX, then we expect YY to happen)?
- How do we staff against this at the school?
- What should be the role and expectation of the PES? Does this change the role of school leaders or other staff in any way? If so, how?
- How do we staff at the HO to support the needs of the schools, the PESs, and the chosen theory of action? (i.e. proposed potential organization structures and revised job descriptions for relevant roles)



- What is the budget impact of any role/support changes?
- Moving forward, how will we track our parent participation and satisfaction and contacts with families/what data do we need to collect and how will we do so?
- What are our measures of success?
- What is the timeline and approach that gets us working on a path toward the ideal state (i.e. a potential pilot of one or more of the elements of the ideal vision)?

The ultimate goal of the strategic plan would be to develop a multi-year strategic work plan to move Alliance from the current state to the future state, as defined by the answers to the above questions.

### **Deliverables**

Please see the section **Exhibit 1** for examples of family engagement multi-year strategic work plans that have been developed by other school districts.

The proposal should include a detailed plan outlining both consultant and Alliance staff work streams to complete the following deliverables in PDF or excel format (where necessary):

- Process to establish a small working group of multiple stakeholders that can drive the strategic planning process
- A plan and process, from the Spring of 2019 through the 2019-20 school year to develop the multi-year strategic work plan for family engagement
- Landscape analysis and research on best practices in the field of family engagement
- Analysis of current state of parent/family engagement at Alliance, both at the schools and the Home Office
- Final version of the Alliance multi-year strategic work plan to move Alliance from the current state to the future state for family engagement
- Extensive stakeholder engagement for each step of the process (including Alliance leadership, Home Office staff, school leaders, school staff, teachers, students, and parents) in developing the strategic plan
- Communications and rollout of Final version of the Alliance final multi-year strategic work plan to all stakeholders

## **4. MINIMUM REQUIREMENTS**

In the performance of such services pursuant to this RFP, its proposal and the final contract, the successful respondent will comply with any and all applicable federal, state and local laws, rules, ordinances, policies and regulations, as well as all licensing and permitting requirements applicable to providing the services anticipated in this RFP.

### **Minimum Qualifications**

- The Respondent has at least 5 years of experience in the K-12 education industry.
- The Respondent has professional references that demonstrate and evidence the ability to perform the required services.
- The Respondent is licensed to do business in the state of California.



**Subcontracting**

Subcontracting services will not be allowed in this contract without written prior approval by Alliance’s Chief College Officer.

**5. EVALUATION CRITERIA**

Proposals will be opened on or after the date specified in the Schedule of Events. During the evaluation process, Alliance may ask Respondents to clarify information in the proposals, but Respondents may not change their proposals, unless requested by Alliance.

A variety of weighted criteria, given below, will be considered in evaluating the proposals. The evaluation will be made on information provided within the proposal, by the Respondent during the RFP process or negotiations, or obtained through outside sources including news articles, press releases, client references, industry references, vendors and any other source.

**All submissions will be evaluated on the scoring rubric below.**

Criteria	Maximum Points
Capacity and Approach	30
Prior Experiences	30
Reputation and References	20
Price	20
<b>TOTAL</b>	<b>100</b>

- **Capacity and Approach (30%)** – Respondent has the staffing and resources necessary to complete the service required and outlines a plan to deliver high-quality work products that meet the full scope of work.
- **Prior Experiences (30%)** – Respondent provides resumes for key staff and documentation that verifies expertise in successfully implementing similar work with clients similar to Alliance. **We are specifically looking for a consultant who has a proven record of experience in the field of parent/family and/or community engagement and implementing family engagement strategies within the context of a public school or public school district.**
- **Reputation and References (20%)** – Respondent has a demonstrated track record of success in performing the requested services and/or in the industry, and provides positive references.
- **Price (20%)** – Respondent offers the requested services at a competitive price and all of the necessary factors that contribute to the price are accounted for.

**6. FORMAT OF THE PROPOSAL**

To ensure that all proposals are evaluated in an equivalent manner, Respondents must submit a proposal that contains responses to all of the Attachments below. Also, the proposal should correspond to the sequence and format outlined below. The Respondent should ensure that its proposal clearly explains all



issues and questions addressed in this section. In responding, it is at the discretion of the Respondent to expand upon topics.

**EACH PROPOSAL MUST CONTAIN THE FOLLOWING INFORMATION:**

Attachment 1: Minimum Qualifications	
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**ATTACHMENTS**

**Attachment 1: Minimum Qualifications**

A. The Respondent has at least 5 years of experience in the K-12 education industry.

\_\_\_\_\_ YES \_\_\_\_\_ NO

B. The Respondent has professional references that demonstrate and evidence the ability to perform the required services.

\_\_\_\_\_ YES \_\_\_\_\_ NO

C. The Respondent is licensed to do business in the state of California

\_\_\_\_\_ YES \_\_\_\_\_ NO

**Attachment 2: Company Background and Previous Experiences**

To demonstrate the Respondent’s experience with similar organizations and/or with similar work, include:

- Summary description of organization and its primary offerings
- Relevant experiences in education consulting
- Relevant experiences in K-12 education sector, particularly with charter management organizations
- Relevant experiences in implementing or envisioning parent, family or community engagement strategies

**Attachment 3: Contact Information**

Primary Contact Name	
Primary Contact Title	
Primary Contact Direct Phone Number	
Primary Contact Email Address	

Vendor Legal Name	
Vendor Address	
Vendor Phone Number	

Vendor Website	
Year Founded	
Number of Clients	
Number of Employees	



**Attachment 4: Organizational and Staff Capability**

To demonstrate how the Respondent will manage, supervise and execute the work, include:

- Description of experience and qualifications (i.e., resumes) of all key personnel expected to be staffed on the project. Key personnel is defined as any staff member who will be working on or providing oversight on the project. For all key personnel, describe planned level of effort, anticipated duration of involvement, on-site availability and tenure with vendor
- Description of project staffing model. Provide detailed organizational chart, if relevant.
- Description of how Respondent will project manage the work streams to keep Alliance engaged and updated on work throughout the project

**Attachment 5: Scope of Work**

To demonstrate how the Respondent will effectively perform the services specified in this RFP, include:

- Description of how the Respondent will provide all aspects of each work stream as specified; include detailed project plan listing out all major activities and deliverables
- Explanation of each major activity planned and how the expected output(s) will inform the final work products and deliverables
- Estimated timeframe (i.e. number of days, number weeks, etc.) estimated for each major activity planned
- Description of tools and resources that will be provided to Alliance staff

**Attachment 6: Expertise**

To demonstrate the respondent’s expertise in the work streams specified in this RFP, include:

- Sample work products for other clients demonstrating capability and expertise (e.g., sample family or community engagement strategic plans, if available, sanitized presentation decks, executive summaries, project plans)
- Sample workshop and/or training content (e.g. protocols, presentation materials, handouts, resources, etc.)

**Attachment 7: Callable Client References**

List up to three (3) client references to which the Respondent has provided consulting services to within the past five (5) years, preferably in the K-12 education sector.

**Reference #1:**

<b>Name of Company</b>	
<b>Company Address</b>	
<b>Contact Name</b>	
<b>Contact Title</b>	
<b>Contact Phone Number</b>	



<b>Contact Email Address</b>	
<b>Brief Description of Services Provided</b>	
<b>Dates of Service</b>	

**Reference #2:**

<b>Name of Company</b>	
<b>Company Address</b>	
<b>Contact Name</b>	
<b>Contact Title</b>	
<b>Contact Phone Number</b>	
<b>Contact Email Address</b>	
<b>Brief Description of Services Provided</b>	
<b>Dates of Service</b>	

**Reference #3:**

<b>Name of Company</b>	
<b>Company Address</b>	
<b>Contact Name</b>	
<b>Contact Title</b>	
<b>Contact Phone Number</b>	
<b>Contact Email Address</b>	
<b>Brief Description of Services Provided</b>	
<b>Dates of Service</b>	

**Attachment 8: Pricing**

Respondents must provide a detailed proposal and cost breakdown, including the number of FTEs staffed, the proposed staffing levels of the team members, and the estimated hours and price breakdown for each major activity.

**Attachment 9: Additional Capabilities**

If applicable, include a description of any other resources to be provided by the Respondent which would enhance the Respondent’s ability to carry out the services (e.g., quality assurances, cost savings guarantees.)



## EXHIBITS

### Exhibit 1: Additional Resources

Please see the following additional resources for examples of family engagement strategic plans:

<http://laschoolboard.org/sites/default/files/3-STRATEGIC%20PLAN%20FOR%20PARENTAL%20INVOLVEMENT.pdf>

[https://www.hartfordschools.org/files/Family%20Engagement/HPS\\_FCE\\_Plan\\_10\\_20\\_15.pdf](https://www.hartfordschools.org/files/Family%20Engagement/HPS_FCE_Plan_10_20_15.pdf)

[https://sbcusd.com/UserFiles/Servers/Server\\_59869/File/FESC-StrategicPlanLongEnglish.pdf](https://sbcusd.com/UserFiles/Servers/Server_59869/File/FESC-StrategicPlanLongEnglish.pdf)