



RFP TITLE: Alliance College-Ready Public Schools
Consulting Services for Developing an Alliance College-Ready Graduate
Profile

RFP #: SY1819-0003

DATE OF ISSUANCE: June 4, 2018

Please submit all proposals electronically via email to:
Jasmine Pachnanda, Chief College Officer, College Success Team
Alliance College-Ready Public Schools
jpachnanda@laalliance.org

Bid Due Date: June 22, 2018 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 College Success Team (“College Success Team” or “CST”) for the purpose of developing an Alliance College-Ready Graduate Profile (“Graduate Profile”). 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: Vice President of Operations, 601 S. Figueroa Street, 4th 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.

Activity	Expected Completion Date
Publication of RFP	June 4, 2018, 5pm PDT
Due Date for Respondents’ Questions	June 8, 2018, 5pm PDT
Response to Questions	June 12, 2018, 5pm PDT
Proposal Due Date	June 22, 2018, 5pm PDT
Estimated Notification of Award	June 29, 2018
Estimated Contract Start Date	July 9, 2018



Proposal Submission Information:

Responses to questions from respondents regarding this RFP will be posted on the Alliance website: www.laalliance.org. Proposals must be submitted in **PDF-format only** via email to Jasmine Pachnanda, Chief College Officer, at jpachnanda@laalliance.org. Please include "Your Company Name-Alliance Graduate Profile Proposal" in the subject line. No responses will be received via email after 5:00 PM on June 22, 2018. 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 Jasmine Pachnanda 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

There is a growing understanding that the K-12 educational experience must not only provide for the acquisition of rigorous academic content, but must also foster critical thinking, communication, collaboration, creativity, and other 21st century skills and habits of mind to enable students to navigate and thrive in this rapidly changing world.

Across the country, many school systems (including traditional districts and Charter Management Organizations) are developing a "Graduate Profile" that articulates the academic, non-cognitive and social emotional characteristics and experiences that students should have when they graduate in order to succeed in college & career.

To develop and implement a Graduate Profile, system leaders are engaging with stakeholders to answer these questions:

- What are the hopes, aspirations, and dreams of our community for our students?
- What are the skills and habits of mind that our students need for success in this rapidly changing and complex world?
- What are the implications for the learning experiences we provide in our school systems? How will we measure progress and determine success?

Objective

Alliance is seeking a consulting team to support the development and implementation of an Alliance College-Ready Graduate Profile. This work will include stakeholder engagement, a prototype and final version of the graduate profile, definition of proficiency at 12th grade level, vertical articulation of proficiency (6th-11th grade levels), and identification of related assessment tools. At the end of this engagement, the Alliance College-Ready Graduate Profile should be embedded deeply in the organization, providing inspiration and serving as a guidepost for planning and decision making across schools and Home Office.

Deliverables



Please see the section **Exhibit 1** for examples of graduate profiles and related work.

The proposal should include a detailed plan outlining both consultant and Alliance staff work streams to complete the following deliverables:

- Extensive stakeholder engagement for each step of the process (including Alliance leadership, Home Office staff, school leaders, school staff, teachers, students, and parents)
- Prototype version of the graduate profile (including academic, non-cognitive and social emotional competencies)
- Final version of the graduate profile
- Definition of proficiency for each competency at 12th grade level
- Vertical articulation of proficiency for each competency (6th-11th grade levels)
- Definition of measurement/metrics to assess proficiency, at each grade level
- Suite of assessment tools
 - “Buy” not “build” approach – identify existing tools and assessments that can be used to measure student progress and attainment of competencies
- Identification of student experiences that support development of competencies, including but not limited to new and existing courses, projects, curriculum, pedagogy, and work-based learning opportunities.
- Rollout of profile and related assessment tools across Alliance schools

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
Corporate Capacity and Approach	40
Prior Experiences	20
Reputation and References	20
Price	20
TOTAL	100

- **Corporate Capacity and Approach (40%)** – 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 (20%)** – Respondent provides resumes for key staff and documentation that verifies expertise in successfully implementing similar work with clients similar to Alliance.
- **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:

1. Company Background and Previous Experiences
2. Contact Information
3. Organizational and Staff Capability
4. Detailed Scope of Work, including key steps and timeline
5. Expertise
6. Client References
7. Pricing
8. Additional Capabilities (if applicable)
9. Minimum Qualifications



ATTACHMENTS

Attachment 1: 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

Attachment 2: 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 3: 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 4: 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 5: 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 graduate profiles if available, sanitized presentation decks, executive summaries, project plans)
- Sample workshop and/or training content (e.g. protocols, presentation materials, handouts, resources, etc.)

Attachment 6: 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:

Name of Company	
Company Address	
Contact Name	
Contact Title	
Contact Phone Number	
Contact Email Address	
Brief Description of Services Provided	
Dates of Service	

Reference #2:

Name of Company	
Company Address	
Contact Name	
Contact Title	
Contact Phone Number	
Contact Email Address	
Brief Description of Services Provided	
Dates of Service	

Reference #3:

Name of Company	
Company Address	



Contact Name	
Contact Title	
Contact Phone Number	
Contact Email Address	
Brief Description of Services Provided	
Dates of Service	

Attachment 7: 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 8: 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.)

Attachment 9: 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



EXHIBITS

Exhibit 1: Additional Resources

Please see the following additional resources for examples of graduate profiles and related work:

<https://portraitofagraduate.org/resource-hub?page=1>

<http://portraitofagraduate.org/resource-hub/resource-hub-item/getting-started-guide-for-superintendents>

<http://www.sfusd.edu/en/about-sfusd/vision-2025/the-graduate-profile.html>

https://www.envisionschools.org/wp-content/uploads/2017/04/EE-Graduate-Profile_2017.pdf

<https://www.edsurge.com/research/guides/bridging-the-chasm-defining-success-beyond-traditional-academics>