



# **REQUEST FOR PROPOSALS**

**for**

## **STRATEGIC PLANNING**

## **FACILITATION**

Linda Luna, Superintendent

Request for Proposals Issued: January 29, 2016

Deadline for Submittal of Proposals: February 5, 2016

# Request for Proposals for Strategic Planning Facilitation

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## I. OVERVIEW

### **Introduction**

The Washington Unified School District (WUSD) is seeking proposals from qualified consulting firms to facilitate the development and execution of its 2016-2021 Strategic Plan.

### **Background**

The Washington Unified School District, founded in 1957, is located in the City of West Sacramento. The city covers a 23 square mile area in eastern Yolo County along the west bank of the Sacramento River, opposite the City of Sacramento. The District serves an ethnically diverse and growing population of approximately 7,538 students. The District has six (6) K-8 schools, one (1) K-5 school, one (1) comprehensive high school, a continuation high school, a career technical education program, an independent study program and an adult education program. We believe in our motto: Together We Can Make a Difference.

### **The City of West Sacramento**

The City of West Sacramento is located just across the Sacramento River from the state capitol, the City of West Sacramento is a place where no goal is too audacious; a place where a stable, fiscally responsible local government is guided by the concerns of residents and businesses; a community where diversity of opinions leads to better decisions, not divisiveness and inaction; and most importantly, a community where residents from all backgrounds live and work together with the common purpose of improving the quality of life for all.

### **Purpose for a Strategic Plan**

At WUSD, there is enormous potential to improve the lives of our communities' children. The District is driven by the mission to inspire student learning and improve academic performance by providing quality education and parent partnership for all students that will prepare them for responsible participation in a changing global society.

Through the development of a WUSD Strategic Plan our objective is to narrow our organizational focus on a series of deliverable goals that strengthen our core beliefs and ensure that all our students graduate high school ready to enter college and a career with the skills they need to succeed in the 21st century.

The Strategic Plan will function both as the District's blueprint for success—drawing on the principles outlined in our Local Control Accountability Plan (LCAP)—and as a powerful communication tool in the community clearly defining the WUSD vision, goals, and strategic objectives.

## II. GENERAL INSTRUCTIONS

Interested firms are invited to submit one original signed proposal and five (5) 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 **12:00 noon on Friday February 5, 2016** to the following address:

Washington Unified School District  
Superintendent's Office  
930 Westacre Road  
Sacramento, CA 95691

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 Washington Unified School District to award a contract or pay any costs incurred in the preparation of a response to this request. W USD reserves the right to accept all or part of any responses or to cancel in part or in its entirety this Request for Proposals. WUSD 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 WUSD. Firms are responsible for checking the website periodically at [www.wusd.k12.ca.us](http://www.wusd.k12.ca.us) for any updates or revisions to the RFP.

### **Requests for Information**

Firms interested in making a submittal are directed not to make personal contact with the Superintendent or members of the Board of Education. Any contact will constitute grounds for disqualification of consideration. Questions about the RFP, its content, proposal format or any other questions deemed necessary to submit a qualified proposal must be submitted in writing to:

Giorgos Kazanis, Communication and Community Outreach Administrator  
RFP for Strategic Planning Facilitation  
Washington Unified School District  
930 Westacre Road  
West Sacramento, CA 95691  
[gkazanis@wusd.k12.ca.us](mailto:gkazanis@wusd.k12.ca.us)

Responses to all questions received will be posted on the District's website at [www.wusd.k12.ca.us](http://www.wusd.k12.ca.us).

### **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 WUSD'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 WUSD 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 WUSD 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 WUSD 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 WUSD 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 WUSD 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 WUSD.

##### **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 WUSD. 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 WUSD 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 West 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 WUSD. The selection criteria will include, but not be limited to, the following items:

- 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. As noted in Section II.D above, 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 WUSD. 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, 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.