



Yellow Springs Schools

National Schools of Excellence Educating Lifelong Learners

REQUEST FOR PROPOSAL

STRATEGIC PLANNING FIRM

Yellow Springs Exempted Village School District

Introduction

Yellow Springs is one of the most educated, diverse and beautiful communities in Ohio, recently voted best hometown by Ohio Magazine as well as ranked in the top three of America's coolest small towns by Budget Travel. Our public schools are one of the community's most vital assets, and we have been self-described as the "Education Village." The school district currently serves over 700 students in total (includes 148 students through open enrollment from 15 districts in four counties) and has an annual operating budget of nearly \$8 million. Our schools offer a high-touch learning environment, receiving substantial community support to make this possible.

The Yellow Springs Exempted Village School District (www.yellow-springs.k12.oh.us) is embarking on a search for an exceptional strategic planning firm that will facilitate a process that enables the district to mature from a nationally recognized School of Excellence into an exemplary 21st century model of public education that will be studied by scholars and politicians for decades. We are seeking proposals from firms with experience in facilitating strategic planning for education institutions.

Project

The Board of Education of the Yellow Springs public schools is seeking to develop a ten-year strategic plan referred to as the Class of 2020 Initiative. The purpose of the initiative is to provide a shared vision and implementation plan to meet the educational needs for the future generations of Yellow Springs students. The plan will be developed in the context of the current social and economic environment as well as in consideration of future expectations about the type of 21st Century skills young people will need in order to meet the challenges they confront personally and professionally. In particular, the Yellow Springs Board of Education is singularly focused on ensuring that each graduate is college and/or career ready.

Scope of work

The scope of work includes facilitating the development of a ten-year strategic plan that will result in the design of a school district that reflects an innovative and sustainable model of public education. The selected firm must use a methodology that prioritizes **public engagement**. This means that the firm will coordinate, host, facilitate, and summarize activities that gather substantial and broad-based community input.

The plan will focus on current and future challenges and opportunities. Core areas of examination will include, but are not limited to: 1) curriculum (what students learn): how students learn, how they are evaluated, how teachers will teach, how they will be evaluated, how they will be compensated and what career trajectories they might take; 2) finances; 3) facilities; and 4) local, state, and federal partnerships. The work will also take into consideration the numerous types of individuals that comprise today's diverse student population, including but not limited to: 1) racial, ethnic, cultural, and socio-economic diversity; 2) special education and gifted students, and 3) students from external districts who attend Yellow Springs schools.

The scope of work will include to some extent: 1) research on exemplar models of public education; 2) development of a comprehensive ten-year strategic plan that outlines the future direction of the school

district; 3) proposal of new programs, and/or the leveraging of existing programs to better meet the needs of students; 4) financial modeling that illustrates a sustainable model of public education for Yellow Springs; and 5) infusion of technology as an integral part of the plan.

The Yellow Springs Board of Education will assign project liaison(s) in order to effectively coordinate the firm's tasks and to serve as the primary liaison between schools and the firm. As well, the Board of Education office will coordinate meetings between the firm and school leadership team and the entire staff as needed. The Board of Education office will also help coordinate logistics for communication engagement.

Deliverables

At a minimum, we would expect the following deliverables:

1. Report on suggested models for our plan to ensure that every Yellow Springs graduate is college and/or career ready.
2. Strategic plan including:
 - a. vision, mission, values, goals, strategies
 - b. implementation strategy and timeline
 - c. measurable outcomes
 - d. evaluation benchmarks
 - e. forecast of ten-year trends in education
3. Summary of inputs from participants

Minimum requirements

Firm must be fully capable of providing services as described herein as evidenced by experience, certifications, references submitted in response to this RFP. Firm must be able to demonstrate ability to successfully conduct strategic planning for K-12 institutions and/or proven success working with other educational institutions.

Firm must be available to work on this project throughout the period indicated in this RFP.

All plans, reports, and any other materials related to this project will be the property of the Yellow Springs Board of Education.

Fees and Compensation

All proposals must include a Project Estimate that shall itemize estimates of fees, materials, supplies, travel, and other associated costs.

Materials to be submitted with proposal

Certificate that proposer does not discriminate in employment practices and shall abide by all applicable Federal and State statutes.

Provide a description of the scope of services is required to develop deliverables, including (but not limited to) a comprehensive description of the strategic planning process you would recommend for the Yellow Springs schools.

Provide examples of previous experience working with educational institutions and, specifically, K-12 public schools.

Provide specific examples of ability to develop unique, successful solutions for clients (client name may remain anonymous but examples must be sufficiently detailed).

Provide a description of approach to project communication, planning, scheduling and cost control, to include a timetable of key stages for this project. Include a description of expectations of Yellow Springs' school personnel.

Identify the project team members (professionals and consultants) who would be assigned to this project and describe their roles. Include brief qualifications of each person identified.

Provide a summary of similar projects during the last three years, which includes project descriptions and results realized by clients.

Provide a minimum of three references for similar educational projects. References must include names and current phone numbers of clients.

Provide a list of the firm's recent, current, and projected workloads by project name and geographical location.

Outline fees, itemized as described in this RFP.

Project Schedule

July 26, 2010	Issue RFP for services
August 12, 2010	Proposals received at Yellow Springs' schools by 5:00 pm EST
August 16–18, 2010	Evaluation of proposals
August TBD	Presentations by selected firm(s) at Special Meeting of the Board
August 20, 2010	Identify firm
August 23-26, 2010	Contract negotiation and award
August 26, 2010	Board of Education approves selection of firm

***Tentative Project Deadlines**

September 2010	Recommendation and coordination for strategic planning process
October 2010	Implementation of process
November 2010	Continuation of process and exemplar analysis
December 2010	Presentation of a draft strategic plan and next steps for finalization
January 2011	Adoption of Class of 2020 Strategic Plan by Board of Education

***This timeline may be adjusted based on discussion with the selected firm.**

Proposals may be submitted electronically to Mario Basora, Superintendent, Yellow Springs Exempted Village School District, mbasora@ysschools.org or mailed to the Yellow Springs Board of Education, 201 S Walnut Street, Yellow Springs, OH 45387. If you have questions, please call (937) 767-7381.