Ferndale Public Schools

Ferndale, MI

REQUEST FOR PROPOSALS (RFP)

STRATEGIC PLANNING SERVICES
Introduction

Ferndale Public Schools is seeking proposals from qualified consulting firms to facilitate the development and execution of its 2018-2023 Strategic Plan. The District is seeking an actionable strategic plan to guide its future direction under the guidance of its Superintendent.

Background

Ferndale Public Schools is located in Ferndale, Michigan, a suburb of Detroit, Michigan. It is one of 28 public school district within Oakland County, serving approximately 3,000 students in Pre-K through Grade 12. The district operates 8 buildings which include an adult education program and an alternative education program. The district is very economically and racially diverse with approximately 63% of the students qualifying for free and reduced lunch. FPS employs 300 employees and maintains a budget of $35 million dollars.

Scope of Services

- Work with the FPS Strategic Planning Team to shape the planning process.
  - Meetings will take place in person and via phone conference or video conference.
- Design listening session format and facilitation protocol to maximize stakeholder input.
- Design a tool or process for gathering input from the public.
- Synthesize major themes and critical issues identified through listening sessions and public input.
- Review and analyze FPS data.
  - Work with FPS staff to extract appropriate data files to inform the strategic plan.
- Present relevant research that will inform the strategic plan.
- Integrate findings from our work with Midwest Equity Assistance Center with regards to equitable school practices and policies.
• Write the actionable strategic plan document that reflects a culmination of the scope of work and a comprehensive strategy for sharing the plan with the Ferndale community
  o The strategic planning process will result in a comprehensive five-year plan that will guide FPS in a process to improve student outcomes. The plan will outline goals and objectives that will guide priorities based on considerable research, extensive input from a variety of stakeholders, and consensus on the vision and mission of the organization.
• Plan to assist the district to update/evaluate the plan annually (price this separately).

Timetable/Response Submittal

The Office of the Superintendent is requesting proposals from experienced and qualified individuals/companies. Selection of the consultant will be made based on the proposals submitted and possible interview is needed. A timetable for the selection process is provided below:

• November 27, 2017 Release of RFP
• December 18, 2017 Receipt of Proposals
• January 8, 2017 Interview Date (if necessary)
• January 23, 2018 Recommendation and Board of Education Approval

All proposals shall be submitted to FPS as follows:

Mrs. Nancy Hoover
Assistant Superintendent for Finance
Ferndale Public Schools
871 Pinecrest
Ferndale, MI 48220
Email: nancy.hoover@ferndaleschools.org
Proposals can be submitted in electronic format, or mailed to the Assistant Superintendent for Finance’s office by **Noon on December 18, 2017**.

Proposals, including any/all attachments, cover letter, and tabs should not exceed twenty-five (25) pages in length on 8.5” X 11” paper, single spaced using a minimum font size of 10 pt.

Proposals should be submitted following the instructions detailed below. FPS reserves the right to select a proposal in its entirety or some portion(s) thereof. Furthermore, FPS reserves the right to reject any and all proposals and to waive irregularities.

**Any questions regarding this RFP should be addressed to Mrs. Hoover.**

Responses should address the following questions or requests for information:

I. **Letter of Transmittal**

   Each proposal should be accompanied by a letter of transmittal which summarizes key points of the proposal and which is signed by an authorized officer.

II. **Experience and Qualifications**

   Provide brief biographies for the partners and employees who will be supporting FPS’s account, including any relevant experience for each. Please include only those individuals who will work on FPS’s account and specify their role in the project.

III. **Project Work Plan**

   Submit a detailed work plan for performed services. A timeline for completion of specific work products should also be included *(The goal of the district is to begin in February/March and be completed by early May).*
IV. Fee Proposal

Please provide a fee structure that your company would propose to provide strategic planning services to FPS given the scope of services provided in your detailed work plan. Proposals must include the overall cost of all work, as well as hourly or daily rates, and must include cost estimates for travel and time associated with conference calls with FPS staff.

Evaluation Criteria and Selection Process

The contract will be awarded to the qualified proposer whose proposal is most advantageous to FPS, based on the evaluation criteria specified below. Thus, while the points in the evaluation criteria indicate their relative importance, the total scores will not necessarily be determinative of the award.

<table>
<thead>
<tr>
<th>Strategic Planning Services</th>
<th>Points</th>
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<tbody>
<tr>
<td>Background and experience in strategic planning</td>
<td>25</td>
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<tr>
<td>Background and experience in working with School Districts</td>
<td></td>
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<tr>
<td>Meeting design expertise, facilitation skills and group process skills</td>
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<tr>
<td>Use of technology to facilitate input from stakeholders</td>
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<tr>
<td>Cost-effectiveness of proposal</td>
<td>25</td>
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