



MARIN COUNTY

OFFICE OF EDUCATION

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REQUEST FOR PROPOSALS FOR **INDEPENDENT EVALUATION SERVICES**

For the 21st Century California School Leadership Academy
(21CSLA) Initiative

ISSUED BY:

The California Collaborative for Educational Excellence (CCEE)
and the Marin County Office of Education (MCOE),
Administrative Agent for the CCEE

ISSUED ON:

February 10, 2020

PROPOSALS DUE:

March 18, 2020

The California Collaborative for Educational Excellence (“CCEE”) and the Marin County Office of Education (“MCOE”) invite qualified organizations (“Respondents”) to submit proposals (“Proposals”) in response to this Request for Proposals (“RFP”). Proposals shall comply with the requirements set forth herein. The CCEE/MCOE is not required by law to use an RFP process but has elected to do so for the particular services described herein in order to seek qualified parties who meet the unique service needs of the CCEE.

I. Timelines

<u>Activity</u>	<u>Date</u>
Release of Request for Proposals	February 10, 2020
Questions from Respondents Due (if any)	February 19, 2020
Due Date for Proposals	March 18, 2020
Notification to the Public	No later than March 30, 2020
Work to begin no earlier than:	April 15, 2020
Duration of Services	1 year with the possibility of annual renewal
<i>Note: All dates are preliminary and subject to change.</i>	

II. Purpose

To secure independent evaluation services for the 21st Century California School Leadership Academy initiative.

III. Background and Context

Established by the Legislature in 2013 with the enactment of the Local Control Funding Formula (LCFF), the California Collaborative for Educational Excellence became operational in 2015 to “advise and assist” local educational agencies (“LEAs”) with achieving the goals set forth in their Local Control and Accountability Plans (“LCAPs”). (Ed. Code § 52074.) With the development of California’s Statewide System of Support, which is designed to build the capacity of LEAs to support the continuous improvement of pupil performance, address the achievement gaps between pupil subgroups, and improve outreach and collaboration with stakeholders to ensure that LCAPs reflect the needs of pupils and the community, especially for historically underrepresented or low-achieving populations (Ed. Code § 52059), the CCEE’s responsibilities have been updated to support this work.

This RFP will provide an outline of the evaluation services requested to support the 21st Century California School Leadership Academy initiative, which will be incorporated into the Statewide System of Support.

The Statewide System of Support is a central component of the State’s accountability and continuous improvement system. The goal of the System of Support is to provide assistance to LEAs and their schools to meet the needs of each student they serve, with a focus on building local capacity to sustain improvement and to effectively address disparities in opportunities and outcomes.

CCEE works in partnership with the California Department of Education to facilitate regular communication among the CCEE, the Department, and all agencies involved within the System of Support to promote coordination and awareness of resources and expertise available. In addition, CCEE oversees the external evaluation of four key initiatives within the System of Support. These are the System of Support coordination activities, the Geographic Lead Agencies initiative, the Special Education Local Plan Area (SELPA) Leads initiative, and the Community Engagement Initiative.

Additional information about the Statewide System of Support can be found at CCEE’s System of Support web page: <https://ccee-ca.org/system-of-support.asp>.

The 2019 Education Budget Trailer Bill, effective July 1, 2019, established the 21st Century California School Leadership Academy (Ed.Code § 44690), with the provision that it provide statewide professional learning opportunities “in a manner that is consistent with the statewide system of support (see Section IV. for additional information about statutory provisions and expectations related to the 21CSLA initiative).

IV. 21st Century California School Leadership Academy

This request for proposals is for external evaluation services to provide both **formative** and **summative** evaluations of the activities conducted as a part of the 21st Century California School Leadership Academy (21CSLA) initiative within the Statewide System of Support.

The 21CSLA initiative was established by Senate Bill 75, Section 26 Statutes of 2019, which added Article 5 (commencing with Section 44690) to Chapter 3.1 of part 25 of Division 3 of Title II of the California *Education Code* (<https://www.cde.ca.gov/pd/ai/ca21cslasb75.asp>).

The law specifies that the professional learning provided through 21CSLA will be made free of charge to local educational agencies that receive federal Title II funds and include the following:

- Training and coaching for principals and other school leaders in critical areas identified by the CDE and CCEE, in consultation with the Executive Director of the State Board of Education (SBE).
- Training mentors for novice principals and teachers.
- Training coaches to support leaders in high-need settings.

- Training for central office leaders, principals, and other school leaders, including teacher leaders, involved in school improvement efforts.

The Budget Act of 2019 provided on-going federal funds from Title II, Part A of the Elementary and Secondary Education Act (ESEA) for the 21CSLA initiative to support competitive grants for professional learning, coaching, and mentoring opportunities for administrators and other school leaders across the state. The purpose of Title II, Part A is to increase the academic achievement of all students by helping schools and districts improve teacher and principal quality to support effective instruction.

The CDE and CCEE are currently conducting a separate request for applications (RFA) process for the selection of grantees to develop and perform the activities outlined with the 21CSLA initiative. Successful grantees are projected to be identified to develop and implement statewide professional learning for instructional leaders through the 21CSLA initiative by April 3, 2020, with work to begin in May, 2020. Grants will be awarded for a three-year term with possibility of renewals.

CCEE and the CDE will evaluate each grantee's performance and success in fulfilling the purpose of this program. At the conclusion of each grant term, the CDE and CCEE may renew the selection of the grantees or reopen the selection process for some or all of the previously awarded grantees. Grant awards are contingent on continued federal funding by Congress and California State Budget authority.

Additional information about the 21st Century California School Leadership Academy initiative, including the RFA process and accompanying resources, can be found at the Department's 21CSLA web page: <https://www.cde.ca.gov/pd/ai/ca21csla.asp>.

V. Evaluation Scope of Services

CCEE is soliciting proposals for an agency, individual, or consortium to conduct formative and summative evaluations of the impact of 21st Century California School Leadership initiative.

CCEE and CDE staff will consult with the selected Respondent about the final format for the formative data collection and presentation. The selected Respondent will act as a thought-partner with CCEE and CDE staff to understand and operationalize all recommendations. The selected Respondent's staff may be invited to present formative data and support CCEE, CDE, and the selected 21CSLA grantees in understanding the results of the evaluation and its implications for ongoing development.

Areas of focus for the formative evaluation should include, but not be limited to, the following:

- Recommendations for improvement of systems and processes related to the 21CSLA initiative;
- Recommendations for professional learning topics, areas of focus, and delivery structures;
- Recommendations for the development and delivery of professional learning to support rural and geographically isolated LEAs;
- Recommendations for the development and delivery of professional learning to support school turnaround efforts;
- Recommendations for scaling elements of the initiative having the greatest impact; and
- Updating the evaluation plan as needed to reflect revisions and improvements to the 21CSLA initiative.

Areas of focus for the summative evaluation should include, but not be limited to, the following:

- Number of instructional staff/teams and LEAs served;
- Changes in the recruitment and retention of school instructional leaders as a result of professional learning received through the 21CSLA initiative;
- Changes in school-level data as a result of the professional learning received through the 21CSLA initiative;
- Changes in student outcome data, especially those identified through the California School Dashboard, as a result of professional learning received through the 21CSLA initiative; and
- Identifying exemplars of strategies, structures, and supports for effective professional learning to support instructional leadership.

VI. General Proposal Information

A. Respondents' Eligibility

Sole proprietorships, partnerships, and public or private agencies may submit proposals in response to this RFP. The Respondent must be legally constituted and qualified to do business within the State of California.

The Respondent responding to this RFP must serve as the Prime Contractor and will be the responsible entity in ensuring that all tasks and activities are successfully completed.

B. Minimum Qualifications for Respondents

Respondents must have a minimum of four years of recent (within the last 7 years) full-time experience in conducting large-scale evaluation studies within the educational setting.

Please see RFP Section VII.D. for additional information pertaining to personnel requirements.

C. Questions and Clarifications

Respondents may submit questions and requests for clarifications or additional information regarding this RFP, in writing only, to CASystemofSupport@ccee-ca.org. Questions and requests for clarifications may be submitted at any time up to February 19, 2020, and must provide contact information for Respondent, including an email address where the CCEE may send its response.

CCEE will make every effort to provide responses and clarifications via CCEE's website at <https://ccee-ca.org> by March 2, 2020. At its discretion, the CCEE may respond to questions that are submitted late or not in proper form. The CCEE reserves the right to rephrase or not answer any question or inquiry submitted. Respondents are solely responsible for monitoring any questions or answers posted on the CCEE's website and incorporating any answer provided by CCEE into their proposals.

VII. Proposal Specifications/Requirements for Submittal

Each Respondent must submit a Proposal that contains all of the required items listed in this section. Any Proposal that does not include all required items may be disqualified from consideration, but the CCEE reserves the right to consider Proposals which do not meet all the requirements, at its sole discretion. Proposals should not be any longer than 15 pages, excluding curriculum vitae of identified personnel. Proposals can utilize tables and/or bullets to more clearly communicate main ideas and flow of work.

A. Cover Letter

B. Scope of Project

The Proposal must include a section that addresses all parts of Section VII (Proposal Specifications) of the RFP. All tasks and subtasks must be addressed.

C. Description of Respondent Organization

Include the name and contact information for your organization (address, telephone number, fax number), as well as the name and contact information (telephone number and email address) of the principal contact for your application. Provide a brief history of the organization, including:

- Number of years in business/practice
- Senior member(s) and length of association
- Whether the organization may have been known by a different name while under substantially the same management

- Location of office where project team members will design and oversee the evaluation program
- List of basic services generally provided by the organization

D. Organizational Capacity and Previous Experience

The Proposal must describe and demonstrate the Respondent's capacity and ability to perform and administer all activities related to this project. This includes a demonstration of the Respondent's experience in evaluation research, study design and implementation, and high-stakes research projects, particularly those related to education. The Proposal should also reflect the Respondent's understanding of the California education policies, especially those associated with the statute outlining the 21st Century California School Leadership Academy, the Local Control Funding Formula, the California School Dashboard, and the System of Support, as well as broader education policy and research as it relates to the work outlined in this RFP.

If the Respondent will be subcontracting a portion of the work, the Proposal must describe and demonstrate the subcontractor's capacity and ability to perform the portion of the work in which the subcontractor will be involved.

E. Qualifications of Respondent Personnel

Please include the name of all individuals proposed by the organization to perform the duties described above in the Evaluation Scope of Services, including the qualifications of each and what each would be doing. Current résumés for each individual must be included as attachments to the submitted Proposal and will not be counted in the page limits.

D.1. Project Lead

The Proposal must identify a dedicated Project Lead by name and include descriptions of how the proposed Project Lead meets the qualifications required here. The Proposal must describe how the Project Lead will effectively coordinate, manage, and monitor the efforts of assigned staff, including subcontractors and/or consultants, to ensure that all tasks, activities, and functions are completed in an effective and timely manner.

The Project Lead must have, at a minimum, four years of recent experience (within the last 7 years) managing a project of comparable size and scope of the services described in this RFP.

The Project Lead will serve as the primary contact for the CCEE.

D.2. Changes to Key Personnel

Once a Respondent is selected, the assigned project personnel, including the Project Lead, cannot be changed or substituted without the CCEE's prior written

approval. Any substitute personnel shall meet or exceed the qualifications and experience level of the previously assigned project staff/personnel.

D.3. Subcontracts

A subcontract is defined as any and all agreements between a Respondent and another entity, individual or business, for the accomplishment of any task, or component of a task, in whole or part, described in this RFP. All work assigned to subcontractors remains the responsibility of the selected Respondent. For each proposed subcontractor, the Respondent must include a:

- a. Description of the activities and functions that will be performed by the subcontractor/consultant
- b. Brief explanation as to why the subcontractor was selected
- c. Résumés for each consultant or personnel of a subcontractor who will be assigned to the project.

D.4. Organization Chart

An organization chart, including organizational titles, project roles, and names should be included with the Proposal.

F. Proposed Work Plan

Please include a description of Respondent’s proposed work plan to accomplish the duties described above in the Evaluation Scope of Services. The work plan shall include time estimates for each significant segment of the work, the number of staff to be assigned, including supervisors where appropriate, the level of each of the staff members to be assigned, and any specialists or subcontractors who will be assigned.

G. Conflict of Interest

Please disclose any past or current business or other relationship with the CCEE, CDE, CCEE Governing Board members, or MCOE.

H. Costs and Fees

Provide an annual breakdown of the proposed fees and costs (including for organization personnel) for the evaluation program. The total annual fees and costs must be stated as a “not to exceed” amount. Describe Respondent’s willingness to commit to the estimate provided, and what factors may influence the estimate in the event of programmatic changes.

Due to the year-to-year nature of the CCEE’s funding, the contract with the selected Respondent(s) will need to be written such that it is fiscal year-to-fiscal year with the ability to extend it at the exclusive option of the CCEE.

Respondents' cost estimates may be a factor in awarding the contract. Since an RFP is not required, the CCEE/MCOE is not obligated to accept a bid based on cost estimates.

I. References

Provide a list of clients (including name, address email address, and telephone number of contact person, as well as a description of the work performed) for whom Respondent has performed similar services.

VIII. Rights of the CCEE/MCOE

This RFP does not commit the CCEE/MCOE to award a contract or pay any costs incurred in the preparation of a response to this RFP. The CCEE/MCOE is not required by law to use an RFP process but has elected to do so for the particular services described herein in order to seek qualified parties who meet the CCEE unique service needs. The CCEE/MCOE reserves the right to enter into direct negotiations with a Respondent or any other party for the services set forth herein, accept all or part of any submittal or to cancel in part or in its entirety the RFP. The CCEE/MCOE further reserves the right to select the Respondent(s) that it considers to be in the best interests of the CCEE.

IX. Submission Details

- A. The CCEE/MCOE will begin accepting Proposals upon the date of issuance of this RFP, and will continue to accept Proposals until Thursday, March 18, 2020 at 4:00 p.m. (Pacific Standard Time).
- B. Respondents must submit an electronic signed copy of the original Proposal (as a PDF) via email to CaSystemofSupport@ccee-ca.org .
- C. Respondent shall be solely responsible for ensuring its Proposal arrives to the CCEE by the deadline set forth above. The CCEE/MCOE shall not be responsible for any technical issues with email delivery.
- D. All Proposals should be verified before submission. Adjustments may not be permitted after submission to the CCEE. The CCEE/MCOE will not be held responsible for any errors or omissions on the part of the Respondent in the preparation of their Proposal.
- E. Any costs incurred by the Respondents in the preparation of any information or material submitted in response to this RFP shall be the sole responsibility of the Respondent.
- F. The CCEE/MCOE reserves the right to reject any and/or all Proposals, or to refuse to negotiate or withhold the award of any contract, for any reason. The

CCEE/MCOE may also waive or decline to waive irregularities in any Proposal. The CCEE/MCOE further reserves the right to select the Proposal(s) that it considers to be in the best interests of the CCEE.

- G. The CCEE/MCOE may begin negotiations with selected Respondents at the CCEE's discretion.
- H. Upon selection of a Respondent, the CCEE/MCOE shall provide an agreement, for negotiation by the Parties.
- I. All Proposals submitted in response to the RFP become the property of the CCEE and a public record and as such, are subject to public view.

VII. Receipt of Proposals; Contact Information

Respondents are not to contact the Marin County Office of Education, including Board members, the Superintendent or any other employee or representative of the MCOE. Contacting such officials, employees and/or representatives, other than those persons listed below, may result in the disqualification of the Respondent.

All inquiries or questions for additional information should be directed in writing to CASystemofSupport@ccee-ca.org by Friday, February 19, 2020. CCEE will make every effort to respond, but any failure or delay in responding shall not excuse a Respondent's failure to comply with any requirements for submission set forth herein, including the submission deadline.

Respondents must submit an electronic signed copy of the original Proposal (as a PDF) via email to CASystemofSupport@ccee-ca.org by Thursday, March 18, 2020 at 4:00 p.m. (Pacific Standard Time) with the subject line "21CSLA Evaluation Proposal Submission".