



MARIN COUNTY

OFFICE OF EDUCATION

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REQUEST FOR PROPOSALS FOR
DATA ANALYSIS, VISUALIZATION, AND CONTENT
DEVELOPMENT SERVICES

ISSUED BY:

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

ISSUED ON:

Monday, August 3, 2020

PROPOSALS DUE:

Wednesday, August 26, 2020

The California Collaborative for Educational Excellence (“CCEE”) and the Marin County Office of Education (“MCOE”), as the CCEE’s Administrative Agent, 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	Monday, August 3, 2020
Deadline for Submission of Questions	Friday, August 14, 2020
Due Date for Proposals	Wednesday, August 26, 2020
Finalist selected no later than:	Monday, September 21, 2020
Work to begin no earlier than:	Monday, September 21, 2020
Duration of Services	Through June 30, 2021; annual extensions possible
<i>Note: All dates are preliminary and subject to change.</i>	

II. Purpose

To secure (a) project team(s) for database development, data analysis, data visualization, and content development services to support ongoing and new initiatives for the California Collaborative for Educational Excellence (CCEE).

III. Background and Context

In 2013, the California State Board of Education (SBE) adopted a new accountability system as part of the larger Local Control Funding Formula (LCFF) reforms. This new accountability system includes (but is not limited to) the following elements:

- Eight State Priority Areas, as specified by statute for LEAs: 1) basic service, 2) implementation of state standards, 3) parent engagement, 4) student achievement, 5) student engagement, 6) school climate, 7) access to a broad course of study, and 8) outcomes in a broad course of study.
- State Indicators based on data that is collected consistently across the state from LEAs through the California Longitudinal Pupil Achievement Data System (CALPADS) and testing vendors. The state indicators are:
 - Academic Indicator (reported separately for English language arts/literacy [ELA] and mathematics assessments)
 - English Learner Progress
 - Chronic Absenteeism
 - Graduation Rate

- Suspension Rate
- College/Career Readiness (includes Grade 11 assessment results)
- Local indicators based on information that is locally collected and reported through self-reported progress measures. The local indicators are:
 - Basic Conditions of Learning
 - Implementation of State Academic Standards
 - Parent and Family Engagement
 - School Climate, as measured by a local climate survey
 - Access to a Broad Course of Study
 - Outcomes in a Broad Course of Study
 - Coordination of Services for Expelled Youth (County offices of education only)
 - Coordination of Services for Foster Youth (County offices of education only)

As part of the legislative actions regarding LCFF, local educational agencies (LEAs) are required to create and annually update Local Control and Accountability Plans (LCAPs), outlining student achievement objectives. All LCAPs are required to be submitted to their local county office of education and made publicly available. Recent legislative action (Senate Bill (“SB”) 98) established that the Local Control and Accountability Plan and an annual update are not required for the 2020-21 school year. In addition, the California School Dashboard will not be updated in December 2020 based on performance data on state and local indicators. SB 98 instead established requirements for all LEAs to complete a Learning Continuity and Attendance Plan for the 2020-21 school year. Additional information about SB 98 and the Learning Continuity and Attendance Plan can be found at: <https://www.cde.ca.gov/re/lc/learningcontattendplan.asp>

The CCEE was created to “advise and assist” LEAs with achieving the goals set forth in their LCAPs (Ed. Code § 52074). In coordination with California’s State System of Support, and in alignment with its Theory of Action, CCEE helps 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). Additional information about the System of Support can be found at: <https://www.cde.ca.gov/sp/sw/t1/csss.asp>.

In 2019, the statute outlining the CCEE’s mission (Ed. Code § 52074) was updated to designate school districts that receive emergency apportionments pursuant to specified provisions as being referred to CCEE, after which CCEE may conduct a systemic review of the district. CCEE may further coordinate and facilitate assistance to the district provided by governmental agencies in order to facilitate and provide coherent support.

CCEE also provides technical assistance to school district that meet specified student performance criteria over a period of three out of four consecutive school years.

More information about CCEE’s Theory of Action can be found at: <https://ccee-ca.org/resources/theory-of-action/> and information about CCEE’s technical assistance work can be found at: <https://ccee-ca.org/services/direct-technical-assistance/>

IV. Scope of Services

For the purpose of supporting CCEE’s work with LEAs as outlined above, as well as other research and technical assistance activities, CCEE has developed ad hoc “data profiles” to facilitate LEA data inquiry. These customized data profiles are primarily based on Dashboard data, and used to support evidence-based instructional practice decisions for students, based on LEA-defined needs and areas of focus. These data profiles are used solely for the purpose of providing support and technical assistance to LEAs, and include only data that is publicly available. Key data sources are described below.

The California School Dashboard (Dashboard) is an online reporting tool designed to help parents and educators identify strengths and areas for improvement, by reporting how districts, schools, and student groups are performing. These measures of performance are calculated across state and local measures as identified above, factoring in the current year’s results as well as whether results improved from the prior year. Details about the Dashboard and information about the performance of specific LEAs can be found at: <https://www.caschooldashboard.org/>

DataQuest is an online web page managed by the California Department of Education that provides summary and detailed reports for accountability, assessment, enrollment, and graduation data at the school, district, county and state levels. The DataQuest website can be found at: <https://dq.cde.ca.gov/dataquest/>

EdData is a partnership between the California Department of Education, EdSource, and the Fiscal Crisis Management and Assessment Team (FCMAT), and provides student and staff demographic data, student performance data, and fiscal data at the school, district, county office of education, and state levels. EdData can be found at: <https://www.ed-data.org/>

Based on the results of work to-date, CCEE is issuing this RFP to further refine these ad hoc data profiles to create standardized data profiles that might be used to support and facilitate data inquiry activities and data-informed instructional decisions for LEAs. Brief descriptions of the expected work activities and deliverables are included below.

A. Database

CCEE is requesting the development of a database housing a compilation of data that is available through publicly available data sources, including, but not limited to, the sources identified above. Respondents should note that it will be necessary to have flexibility to be responsive to expand potential measures that will be identified using

CCEE's Theory of Action and aligned with the learning environments during COVID-19 and reopening of schools (e.g., alternative metrics to student performance). The data elements for this database will be jointly identified by CCEE in consultation with the contractor, to best support the needs of the project.

Respondents must speak to their ability to maintain the database for the duration of the contract, and upon completion, or termination, provide supports to transfer the database over to the CCEE or another entity identified by the CCEE.

B. Data Profiles

Based on the work completed to date, CCEE is requesting services to develop standardized LEA data profile templates that can be populated using publicly available data.

In addition to these standardized data profiles, CCEE anticipates the need for the development of additional data profiles, reports, or analyses to support technical assistance or research projects, based on the database developed above. Reports may include, but are not limited to, standardized layouts that will be adapted and modified to use real-time current data, combination of data results for LEA or consortia of LEAs, or generation of new combinations to respond to LEA requests. Reporting structures may also include consolidated dashboard views and interactive maps. Respondents should speak to their ability to be responsive to ad hoc requests.

C. Website

As part of this RFP, CCEE is requesting that proposals include the development of an interactive data tool/dashboard reflecting the data elements to be identified as part of the LEA data profiles. This tool/dashboard will need to be integrated into, or be accessible through the CCEE website.

D. Professional Learning

To support the use and application of the data profiles and/or any other data analyses, tools, or reports generated as part of this RFP, CCEE is requesting that proposals include resources to support professional learning for LEAs, including:

- Support for the development of professional learning modules, sessions, guides, and other ancillary resources to support LEA data inquiry processes
- Participation and delivery of professional learning modules, sessions, guides, to support data inquiry processes
- Consultation/"office hours" to support LEA teams make informed decisions around the development of appropriate and robust data systems and understanding publicly available datasets for local decision-making

The selected Respondent will be expected to work closely with, and at the direction of, the designated Deputy Executive Director and assigned CCEE project staff to complete each of the activities outlined above.

V. 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 five years of recent (within the last 7 years) experience in conducting quantitative analyses using large-scale or statewide data sets and research studies within the educational setting. Respondents must have a minimum of five years of recent (within the last 7 years) experience working within the California educational context and have familiarity with key California education policy and accountability systems.

Please see RFP Section VI.E. 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 dkong@ccee-ca.org (the "CCEE Contact"). Questions and requests for clarifications may be submitted at any time up to Friday, August 14, 2020 at 4pm PST.

CCEE will endeavor to provide responses and clarifications via CCEE's website at ccee-ca.org by Wednesday, August 19, 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, regardless of timing or form of the question. 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. Respondents shall not contact any other CCEE employee or agent regarding this RFP except for the CCEE Contact identified above.

VI. 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 curricula 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 VI (Proposal Specifications/Requirements for Submittal) of the RFP. All tasks and subtasks outlined in Section IV (Scope of Services) 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 project work described in their proposal, or, alternatively, the office location and general region where team members will conduct their work remotely (e.g., the greater Los Angeles area)
- 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 working with large-scale K-12 education data, especially publicly available databases in California, including, but not limited to, data available through the California School Dashboard, the California Assessment of Student Performance and Assessment (CAASPP) database, and Ed-Data.

The Proposal should also reflect the Respondent's understanding of the California education policies, especially those associated with the Local Control Funding Formula, the California

School Dashboard, the Statewide 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 Scope of Services, including the qualifications of each and what each would be doing. Current curricula vitarum for all individuals must be included as attachments to the submitted Proposal and will not be counted in the page limits.

E.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, three 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 and will be expected to provide regular updates and ongoing communications with identified CCEE staff.

E.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.

E.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.

E.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 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, 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 project. 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 aligns with the current fiscal year that ends on June 30, 2020 with the ability to extend it to the next fiscal year 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.

VII. 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. CCEE/MCOE, at its sole discretion, may reject all proposals and/or enter into direct negotiations with a Respondent or other party and enter into an agreement for all or part of the services set forth herein outside of the RFP process. 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's unique service needs. The CCEE/MCOE reserves the right to 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.

VIII. 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 Wednesday, August 26, 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 dkong@ccee-ca.org with the subject line: "Data Analysis and Development RFP Submission." Hard copy proposals may not be accepted.
- 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.

IX. 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 the CCEE Contact identified herein, may result in the disqualification of the Respondent. CCEE and MCOE shall not be bound by any statement made by any CCEE/MCOE employee or agent regarding this RFP and/or the work set forth herein, except for the responses provided by the CCEE Contact as set forth herein.

All inquiries or questions for additional information should be directed in writing to the CCEE Contact, dkong@ccee-ca.org by Friday, August 14, 2020 at 4pm. 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 the CCEE Contact, dkong@ccee-ca.org by Wednesday, August 26, 2020 at 4:00 p.m. (Pacific Standard Time) with the subject line: "Data Analysis and Development RFP Submission"