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# MARIN COUNTY

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## OFFICE OF EDUCATION

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### **REQUEST FOR PROPOSALS FOR** **PROFESSIONAL LEARNING CONTENT** **DEVELOPMENT SERVICES FOR THE COMMUNITY** **ENGAGEMENT INITIATIVE**

The purpose of this Request for Proposals (RFP) is to support Community Engagement Initiative (“CEI”) lead agencies in the development of an in-depth training series and resources that focuses on meaningful pupil, family, and community engagement, to build the knowledge and capacity of communities, local educational agencies, and school site staff.

#### ISSUED BY:

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

#### ISSUED ON:

November 1, 2022

#### PROPOSALS DUE:

November 30, 2022

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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. Timeline**

Activity	Date
Release of Request for Proposals	Tuesday, November 1, 2022
Deadline for Submission of Questions	Wednesday, November 16, 2022
Due Date for Proposals	Wednesday, November 30, 2022
Finalist selected no later than:	Monday, December 19, 2022
Work to begin no earlier than:	Monday, January 9 <sup>th</sup> , 2023
Duration of Services	The initial term of this Agreement shall begin on the date of the executed contract and shall end on June 30, 2023; annual extensions possible
Note: All dates are preliminary and subject to change.	

**II. Purpose**

The CCEE is seeking proposals to secure (a) project team(s) to support the CEI Lead Agencies in the development of professional learning resources and supports for the Expansion of the Community Engagement Initiative.

**III. Background and Legislative Goals**

The Community Engagement Initiative (“CEI”) was established by the California State Legislature and the Governor on June 27, 2018 (Section 140 of Assembly Bill No. 1808 (“AB 1808”), Chapter 32 of the Statutes of 2018) for the purpose of all of the following:

- (1) Building capacity in communities and school districts to have difficult conversations with each other and build trust, with a focus on improving outcomes for pupils.
- (2) Identifying effective models of community engagement and metrics to evaluate those models.
- (3) Developing effective peer-to-peer partnerships between school districts and county offices of education, utilizing the existing professional learning networks’ structure administered by the California Collaborative for Educational Excellence, to deepen community engagement using lessons learned from the work identified in paragraph (1) and the models identified in paragraph (2).

(4) Scaling up the work identified in paragraphs (1), (2), and (3) to improve community engagement statewide and incorporate practices that prove effective towards school district and county office of education continuous improvement efforts.

With the adoption of Education Code 52073.3 in 2022, the California State Legislature and the Governor expanded the Community Engagement Initiative to achieve the following:

(1) On or before December 1, 2023, the California Collaborative for Educational Excellence and the lead agency selected pursuant to subdivision (c) shall develop an in-depth training series and resources on meaningful pupil, family, and community engagement.

(2) The developed training series and resources shall be able to accomplish, at a minimum, all the following:

(A) Develop professional development through train-the-trainer models or online training modules that are scaffolded to support the continued professional development and deeper expertise of educators.

(B) Provide technical assistance to local educational agencies.

(C) Develop a network of educators, especially those selected to participate in previous community engagement professional learning networks pursuant to Section 140 of Chapter 32 of the Statutes of 2018, who can provide coaching and training to other local educational agencies.

(3) The developed training series and resources shall include content on areas, including, but not limited to, all the following:

(A) How to have conversations on complex issues such as race, language, disability, understanding community expertise, and sharing power.

(B) Engaging local educational agency and school site staff in those trainings to build the knowledge, skillsets, and commitment of key staff in improving pupil, family, and community engagement.

(C) Focusing on and centering the voices of pupils, families, and communities in decision-making processes.

(D) Protocols for facilitating professional learning networks to help other communities and school districts improve and deepen their interactions, including the Community Engagement Initiative Protocol Toolkit, developed, and tested by community engagement professional learning networks convened pursuant to Section 140 of Chapter 32 of the Statutes of 2018.

(E) Metrics for measuring increases in community engagement, including the metrics developed pursuant to subdivision (d).

(F) How to leverage the Community Engagement Initiative for transformational school investments and authentic pupil, family, community, and educator

engagement, including, but not limited to, local control and accountability plans, expanded learning opportunity programs, and California Community School Partnership Act grants.

(4) The training series and resources shall be made publicly available, at no cost to local educational agencies statewide.

(5) The California Collaborative for Educational Excellence shall periodically update the trainings and resources, as needed, based on the findings of future community engagement professional learning networks and other research.

#### **IV. Scope of Services**

CCEE is requesting services to support the CEI lead agencies in their efforts to create coherent and multifaceted professional learning plans and resources focused on meaningful pupil, family, and community engagement, to build the knowledge and capacity of communities, local educational agencies, and school site staff. These efforts would leverage the existing work of CEI lead agencies to train and integrate new strategies not yet being utilized within California.

In the proposal, respondents will address the following:

- Expertise and documented experience in developing professional learning resources rooted in evidence-based community engagement strategies.
- Expertise and documented experience in effective professional learning delivery models providing equitable access to administrators, teachers, paraeducators, parents, and/or community members.
- Experience developing resources and tools to support professional learning, including but not limited to professional learning and training materials, documents, video, and facilitation guides.
- Ability to support the goals set forth in the authorizing statute described in Section III, Background and Legislative Goals.

#### **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 Jasmine Hennessy, the “CCEE Contact,” at [jhennessy@ccee-ca.org](mailto:jhennessy@ccee-ca.org). Questions and requests for clarifications may be submitted at any time up to Wednesday, November 16, 2022, at 4:00 p.m. (Pacific Standard Time).

CCEE will endeavor to provide responses and clarifications via CCEE’s website at [ccee-ca.org](http://ccee-ca.org) by Monday, November 21, 2022. 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 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 that 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 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 bullet points 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 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 community and family engagement.

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 vitae 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.

### **E.5 Proposed Work Plan**

Please include a description of Respondent's proposed work plan to accomplish the duties described above in the Legislative Goals and 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.

### **E.6 Conflict of Interest**

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

### **E.7 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 shall not exceed \$200,000. 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, 2023 (the “Term”), with the ability to extend it to the next fiscal year at the exclusive option of the CCEE. As noted above, CCEE is not required by law to use an RFP process for the services set forth in this RFP but has elected to do so in order to seek qualified parties who meet the unique service needs of the CCEE. After the Term set forth above, CCEE, at its sole discretion, may elect to propose an additional agreement with the selected Respondent for the same, similar, or related services. If CCEE decides to pursue another agreement with the Selected Respondent, CCEE shall determine the specific scope of work for this additional agreement and the associated payment structure. CCEE may also elect to enter into subsequent agreements as set forth herein without conducting another RFP process.

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.

#### **E.8 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, November 30, 2022, 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 [jhennessy@ccee-ca.org](mailto:jhennessy@ccee-ca.org) with the subject line: “Community Engagement Initiative 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, [jhennessy@ccee-ca.org](mailto:jhennessy@ccee-ca.org) by Wednesday, November 16, 2022, 2022, at 4:00 p.m. (Pacific Standard Time). 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, [jhennessy@ccee-ca.org](mailto:jhennessy@ccee-ca.org) by Wednesday, November 30, 2022, at 4:00 p.m. (Pacific Standard Time) with the subject line: "Community Engagement Initiative RFP Submission"

