



MARIN COUNTY

OFFICE OF EDUCATION

1111 Las Gallinas Avenue
P.O. Box 4925
San Rafael, CA 94913-4925

JOHN A. CARROLL
MARIN COUNTY
SUPERINTENDENT OF SCHOOLS

Phone (415) 472-4110
Fax (415) 491-6625
marincoe@marinschools.org

REQUEST FOR PROPOSALS FOR
DEVELOPMENT AND DELIVERY OF RESOURCES
AND SERVICES TO SUPPORT THE COMMUNITY
ENGAGEMENT INITIATIVE (CEI 2.0)

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

ISSUED ON:
May 29, 2024

REVIEW OF PROPOSALS BEGINS:
June 17, 2024

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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

| <u>Activity</u> | <u>Date</u> |
|---|--|
| Release of Request for Proposals | Wednesday, May 29, 2024 |
| Questions from Respondents Due (if any) | Friday, June 7, 2024 (4:00 p.m. PST) |
| Review of Proposals Begins | Monday, June 17, 2024 |
| Proposals Accepted Through | Monday, September 2, 2024 (4:00 p.m. PST) |
| Work to Begin No Earlier Than | Monday, July 1, 2024 |
| Duration of Services | The initial term of this Agreement shall begin on the date of executed contract and shall end on June 30, 2025; annual extensions possible |
| <i>Note: All dates are preliminary and subject to change.</i> | |

II. Purpose

To secure (a) project team(s) to support the CEI Lead Agency in the development of professional learning resources and services 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, skill sets, 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 seeking submissions of professional learning resources and services related to the topics outlined in “Content Areas” section below (Section IV.B.). The proposed professional learning opportunities should focus on enhancing the capacity of local educational agencies (LEAs), school site staff, and communities for effective engagement with pupils, families, and the broader community.

In addition to the above, Respondents must include the following components in their Proposal:

A. Method of Delivery

Respondents must describe their proposed method(s) of delivery when developing their Proposal for the development and implementation of professional learning supports. Delivery methods may be proposed as an individual project or as a combination of delivery methods. For example, a Proposal may describe a stand-alone training manual to be downloaded from a website or team and individual coaching sessions, or a Proposal may describe a combination of training materials, a professional learning series, and follow up coaching. Respondents should include evidence of how their methods have previously demonstrated growth and improvement in building capacity. Methods of delivery may include:

- Development of resources and tools to support professional learning, including but not limited to professional learning and training materials, documents, videos, and facilitation guides that will be utilized by CCEE, hosted on the CCEE website, and which can be accessed asynchronously.
- Development and delivery of professional learning sessions to a variety of audiences, depending on the topic and area of focus of the professional learning session. CCEE is primarily interested in Proposals that describe multi-session, sustained engagement opportunities focusing on interactive learning to support capacity-building and rooted in evidence-based community engagement strategies for a targeted audience(s) rather than single-instance training or informational sessions.
- Tailored consultation and coaching supports to support LEA teams in furthering their learning and implementation within their local contexts. This method of delivery will likely accompany one or more of the methods identified above, to provide deeper, individualized supports for LEA teams as they implement and refine their community engagement strategies and practices over a sustained period of time.

- Expert-led “office hours” to support LEA teams and individuals and address specific discovery, development, implementation, and/or evaluation challenges that may fall outside of issues that can be addressed during professional learning sessions or consultation/coaching opportunities. These opportunities may be requested by CCEE to support individual or general LEA needs and may be offered as “standalone” engagement opportunities for LEA teams/individuals to ask questions around a specific issue affecting discovery, development, implementation, and/or evaluation.

B. Content Areas

The CCEE is seeking proposals to enhance multifaceted professional learning plans and resources aimed at deepening pupil, family, and community engagement. These plans should increase the knowledge and capabilities of local communities, educational agencies, and school staff. Proposals should address one or more of the following content areas, which may include but are not limited to:

- Training on how to discuss complex topics such as race, language, and disability, recognizing community expertise, and sharing power.
- Involving local educational agencies and school staff in these trainings to enhance their knowledge, skills, and dedication to improving engagement with pupils, families, and communities.
- Prioritizing the perspectives of pupils, families, and communities in decision-making processes.
- Using metrics to assess the effectiveness of community engagement within communities and school districts.
- Developing collaborations with community-based organizations.

CCEE is issuing this RFP to invite applicants to respond to one or more of the Content Areas and Methods of Delivery described above.

The selected Respondent will be expected to work closely with, and under the supervision of, assigned CCEE project staff to complete each of the activities outlined above, including the identification, review, development, and delivery of the professional learning resources, services and programs.

V. General Proposal Information

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.

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.

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. Questions and requests for clarifications may be submitted at any time up to Friday, June 7, 2024, at 4:00 p.m. (Pacific Standard Time).

CCEE will endeavor to provide responses and clarifications via CCEE’s website at ccee-ca.org by Wednesday, June 12, 2024. 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 with Costs and Fees

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 (to be completed if Respondent is more than one individual)

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 (may be detailed in the cover letter or part of résumés)

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 the development of instructional and/or organizational leadership.

The Proposal should also reflect the Respondent’s understanding of the California education policies as they may impact the work outlined in this RFP as well as a deep knowledge of instructional practice decisions made at the school and district levels to support student engagement, achievements, and outcomes.

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 (to be completed if Respondent is more than one individual, 2 page maximum, including organization chart)

Please include the name of all individuals proposed by the organization to perform the duties described above in Section IV, 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 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. 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 effectively and timely.

The Project Lead must have, at a minimum, four years of recent experience (within the last seven 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.

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 in Section III, Background and Legislative Goals and Section IV, 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. 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 fiscal year that ends on June 30, 2025 (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.

Respondents are hereby notified of the following provisions, which will be incorporated into any contract entered into as a result of this RFP. CCEE/MCOE reserves the right to alter or amend these terms during the negotiations process.

I. References (½ page maximum)

Provide a list of clients (including name, address, email address, and telephone number of contact person, as well as a bullet 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. The CCEE/MCOE is not required by law to use an RFP process, and the utilization of an RFP process shall not obligate the CCEE/MCOE to comply with any statutorily required course of action. CCEE/MCOE has elected to utilize an RFP process for the particular services described herein for the sole purpose of seeking qualified parties who meet the CCEE's 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.

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 Monday, September 2, 2024 at 4:00 p.m. (Pacific Standard Time). While CCEE will begin reviewing Proposals submitted by this deadline, Proposals may be submitted after the deadline, and, at its discretion, CCEE may review those Proposals as needed for this RFP or future professional learning service needs, which work may commence after the date identified in the timeline above. Proposals that are submitted after the deadline must still adhere to all other requirements of this RFP.
- B. Respondents must submit an electronic signed copy of the original Proposal (as a PDF) via email to Jasmine Hennessy, the "CCEE Contact," at jhennessy@ccee-ca.org with the subject line: "Community Engagement Initiative 2.0 Resources and Services Development" Hard copy proposals may not be accepted.
- C. Respondents 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 selecting 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, may be subject to public viewing and disclosure pursuant to applicable laws, including the California Public Records Act (Gov. Code § 7922.535, et seq.).

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 those persons listed below 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 by Friday, June 7, 2024 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 by Monday, September 2, 2024, at 4:00 p.m. (Pacific Standard Time) with the subject line: "Community Engagement Initiative 2.0 Resources and Services Development"