

**REQUEST FOR PROPOSAL (RFP)**  
**Webster Groves School District**  
**June 30, 2018**

Submit Qualifications to:

Webster Groves School District  
Attn: Dr. John Simpson, Superintendent  
400 East Lockwood Avenue  
Webster Groves, MO 63119  
314-918-4005

Proposals Due: August 6, 2018 by 11 am

**For additional information, please contact Dr. John Simpson at: [simpson.john@wgmail.org](mailto:simpson.john@wgmail.org)**

The undersigned hereby affirms that (1) he/she/they is a duly authorized agent of the vendor, (2) has read all terms and conditions and technical specifications which were made available in conjunction with this solicitation and fully understands and accepts them unless specific variations have been expressly listed in the proposal.

PRINT OR TYPE YOUR INFORMATION

Name of Company:

Fax:

Phone:

Address:

City/State:

Zip

Contact Person:

Title:

Authorized Representative's Signature: \_\_\_\_\_

Printed Name:

Title:

Date:

Phone:

FOR OFFICE USE ONLY

Received on:

Time:

## I. Introduction

The Webster Groves School District (the District) is seeking responses to this Request for Proposals (RFP) from experienced vendors to facilitate the development of a District Strategic Plan that aligns with our mission, vision, values and District Equity Resolution.

**District Mission:** The Webster Groves School District is committed to the academic and personal success of each student.

**District Vision:** As a learning community, the Webster Groves School District will lead in purposeful innovation that challenges each of us to discover and pursue our passions and make a positive impact on the world.

**Values:** Community, Courage, Curiosity, Diversity, Individuality, Innovation and Tradition

**District Equity Resolution:** [http://www.webster.k12.mo.us/pages/WGSD/Elements/equity\\_res](http://www.webster.k12.mo.us/pages/WGSD/Elements/equity_res)

Please learn more about us at <http://www.webster.k12.mo.us> or on [Facebook](#).

## II. Scope of Work

Despite our gains and long-standing commitment to equity, our district continues to fall short of similarly meeting the academic, social, and emotional needs of all students. For this reason, we must be more strategic in our reform efforts. The objective of this solicitation is to engage a Vendor to accomplish the following goals:

- Facilitate and co-lead the District Strategic Planning Leadership Team with the superintendent. The Team will include representatives from staff, community, board and students.
- Facilitate all meetings and provide leadership, direction, expert consultation, and advice related to the development of an effective strategic plan, including successful implementation.
- Design a robust and inclusive student, community, and faculty and staff engagement process to maximize constituent input, including in-person meetings, online feedback tools, and other effective modes.
- Review and collect pertinent WGSD data and programs, including student outcomes data, program offerings and evaluations, facilities and budget.
- Synthesize and identify themes from student, community, staff, and board feedback, data review, and research
- Develop a timetable of implementation with specific measurable benchmarks, objectives and tasks to be accomplished to achieve goals. Identify clear, measurable outcomes for how to measure organizational and strategic effectiveness, impact, and success.
- Anything else you might suggest or find valuable.

### III. Schedule of Activities

The following activities outline the process to be used to solicit vendor responses and to evaluate each vendor proposal (interview and award dates are a goal and may vary):

- July 10, 2018                      Issue Request for Proposals
- July 24, 2018                      Final Date for Inquiries
- August 6, 2018                      Proposals Submittal Deadline
- Week of August 13                      Interview Finalists
- Week of August 27                      Award Contract

### IV. Guidelines for Proposal

Vendors responding to this solicitation shall submit a proposal in a sealed envelope marked “RESPONSE TO WEBSTER GROVES SCHOOL DISTRICT STRATEGIC PLANNING RFP”. This proposal should be limited to six (6) double-sided pages exclusive of cover letter, resumes, and references, shall be organized in the following format and shall include the information in the below outline:

#### A. Cover Letter

The cover letter is to be signed by an officer authorized to execute a contract with the District.

#### B. General Qualifications

Provide a summary of the Vendor’s qualifications demonstrating expertise, understanding and ability to accomplish the District’s primary goals; and general information about the vendor to include location of office(s), years in business and areas of expertise. Include the length of time the vendor has been in business under the present name and structure, any other names under which the vendor has done business, dates it operated under each name, and the locations at which it operated under each name. Also, provide a brief description of three (3) projects which involved a similar scope of services performed in the last five (5) years by the key staff.

#### C. Key Staff

Identify key staff and include a description of their abilities, qualifications and experience. Attach resumes of key staff to be assigned to this project. Include a proposed project management structure and organizational chart. Identify any portion of the scope of work that would be subcontracted. Include sub-consultant qualifications (brief) and key personnel with resume. The District reserves the right to approve or reject all consultant’s internal staff performing consulting services, or sub-consultants proposed by the Vendor.

D. Project Specific Approach and Methodology

Vendor shall more thoroughly describe an understanding of the project and describe the proposed technical and management approach. Within this section, the Vendor shall expand on the scope of work, if appropriate, to accomplish the overall objective of the project, and provide suggestions which might enhance the results. Include assumptions about the number of meetings needed with District stakeholders and the leadership team to complete the Scope of Work. Generally, indicate what you are going to do, how you are going to do it, and why you are the best firm to conduct this assessment. Vendor should also indicate the estimated number of hours expected to be worked by each staff member on this project.

E. References

Vendor shall provide a list of three (3) references for the firm and any sub-consultants, including the names, addresses, and telephone numbers of recent clients, preferably other public agencies for which Vendor has done similar work. Include a list of specific projects associated with each reference; date work was performed, cost and key personnel involved.

F. Cost and Fee Structure

Vendor must include a breakdown of all costs associated with the proposed services to be provided.

G. Minority participation

The Webster Groves School District is committed to and encourages minority participation on all projects. The vendor/s should indicate within their proposal the extent and effort made to advance this philosophy and commitment. Please include information on past projects which included minority participation.

**V. General Conditions**

- A. The District reserves the right to withdraw or cancel this RFP at any time without prior notice.
- B. Responses received by the District are public information and must be made available to any person upon request.
- C. Submitted responses are not to be copyrighted.
- D. The District reserves the right to seek clarification of information submitted in response to this RFP.
- E. The District reserves the right to modify the RFP as it deems necessary.
- F. Any material misrepresentations made by the Vendor will void the response and eliminate the Vendor from further consideration.

- G. The District shall not, in any event, be liable for any pre-contractual expenses incurred by Vendor in the preparation of its response.
- H. All materials submitted become the property of the District.
- I. From the issue date of this solicitation until a short list of firms is selected and the selection is announced, responding firms are not allowed to communicate for any reason with any District Staff except through the person named herein for questions. For violation of this provision, the District shall reserve the right to reject the response of the offending Consultant.
- J. Responses submitted early may be withdrawn by the firm prior to the Response Due Date.
- K. The District reserves the right to reject any proposal or all proposals for any reason in its sole discretion.

## **VI. Vendor Selection Process**

The basic elements of the Vendor selection process are as follows:

### **A. Evaluation of Submittals**

Each response will be reviewed to ensure that it is responsive to the District's requirements as set forth herein. Failure to meet these requirements may be cause for rejection. An evaluation committee will review all responses received and determine a ranking. The evaluation committee will evaluate responses on various proposals, including but not necessarily limited to:

- Knowledge and experience of key staff
- Availability of key staff personnel and resources
- Experience and demonstrated competence on similar projects
- Demonstrated understanding of project scope of District's primary objectives
- Technical approach and methodology as it relates specifically to achieving the District's primary objectives.

## **VII. Profile of the Webster Groves School District.**

One of the oldest of 23 St Louis County Public School systems, the Webster Groves School District is the product of a diverse, close-knit community that has long valued the importance of education. The establishment of the District, in fact, predates the incorporation of the five communities included within its borders. The schools came first. Known for a commitment to excellence and strong support from parents and its community, district students continue to outperform the majority of students from across the state of Missouri.

The Webster Groves School District is governed by a seven-member Board of Education. Members are publicly elected to three-year staggered terms. Board members are responsible for setting policy for the operation of the district. The District operates a preschool, six elementary schools, one sixth grade center, one middle school and one high school.

Despite being regularly recognized as one of the top districts in the state, significant discrepancies remain among the performance and participation of white students (72% of population) and African-American students (16% of population). Over the past 15 years, the district has expressed and demonstrated a commitment to addressing these discrepancies. Go to this site to see efforts initiated in 17-18: <https://goo.gl/BgG48S>. While there have been substantial gains in some areas, inequity remains.

The district has a long history of site-based management. School communities have been given authority to make decisions on many issues affecting the local schools. Each school has its own identity, however, they work together as a team to continually improve the quality of instruction and learning for all students.