



## **Park Hill School District**

### **Request for Proposal: Staff Retention, Recruitment, Climate, and Culture Survey**

Issue date: April 23, 2024

RFP due date: May 17, 2024

## **1. INTRODUCTION**

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### **1.1 RFP OBJECTIVE**

The purpose of this Request for Proposal (RFP) is to select a provider for a staff survey with a focus on retention, recruitment, climate and culture of certified and classified staff members in the Park Hill School District.

### **1.2 ABOUT THE PARK HILL SCHOOL DISTRICT**

The Park Hill School District is in Platte County, just north of downtown Kansas City, Missouri. Park Hill is a public school district, serving students from preschool through grade 12. The district includes 11 elementary schools, four middle schools, two high schools, a specialized high school program, a day school, and an early childhood education center. Park Hill School District has almost 12,000 students and more than 1,600 employees.

## **2. PROJECT DETAILS**

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### **2.1 PROJECT SCOPE**

Park Hill School District needs an annual or bi-annual staff survey to achieve the following:

Survey targeting certified, classified, and administrative staff.

Survey that can be disaggregated, at a minimum, by building, job type, race/ethnicity, gender, grade level or span, and years of experience.

Longitudinal data using questions and data from our previous provider

Benchmarking against other school districts' results (national norming minimum)

Survey categories related to retention, recruitment, climate, and culture.

Ability to add custom questions to survey.

### 3. RESPONSE GUIDELINES

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#### 3.1 PROCESS, SCHEDULE AND DUE DATES

Item	Due Date	Delivery Method	Responsible Party
RFP Issue Date	April 23, 2024	Website posting	Park Hill School District
Questions Due	May 2, 2024	Email any questions to <a href="mailto:fryattm@parkhill.k12.mo.us">fryattm@parkhill.k12.mo.us</a> on or before due date	Participating provider
Responses Posted	May 6, 2024	Addendum to website posting	Park Hill School District
Proposals Due	May 17, 2024	Email on or before due date and hard copy postmarked by due date	Participating provider
Selected providers invited for interview	May 22, 2024	In-person or virtual	Participating provider
Notification of selection status	May 23, 2024	Email/Phone	Park Hill School District

#### 3.2 RFP CONTACT

Dr. Marcus Fryatt, director of assessment

(816) 359-6944

[fryattm@parkhill.k12.mo.us](mailto:fryattm@parkhill.k12.mo.us)

#### 3.3 EVALUATION CRITERIA

Park Hill School District will review all responses submitted by the due date as defined in section 3.1. The evaluation will include, but is not limited to:

1. Provider's qualifications
2. Provider's ability to meet or exceed the requirements
3. Pricing
4. Completeness and quality of response
5. Provider's services
6. Presentation, if selected for interview
7. Service flexibility and quality
8. References

## **4. SUBMISSION DETAILS**

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The proposal is to be delivered to Park Hill School District by the date as listed in section 3.1. Providers must provide an electronic copy of the completed proposal by the deadline, followed by a hard copy that may be postmarked on the submission deadline day.

Email to: Marcus Fryatt  
[fryattm@parkhill.k12.mo.us](mailto:fryattm@parkhill.k12.mo.us)

Mail to: Marcus Fryatt  
Park Hill School District  
7703 NW Barry Road  
Kansas City, Missouri 64153

Providers should answer all sections in this RFP, as we will not accept any additional information after the provider's response has been submitted. Answers should be detailed yet concise.

### **4.1 PROPOSAL COSTS**

All costs relating to the preparation and submission of the provider's response to this RFP shall be their responsibility of the provider. Park Hill School District's acceptance of the provider's response in no way obligates it to purchase any products or services offered by the provider.

### **4.2 PRESENTATIONS**

As part of the review process, the Park Hill School District might ask the provider to formally present its response. Any costs associated with the presentation, including travel and calling costs, will be the responsibility of the provider.

## **5. PROVIDER QUALIFICATION**

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### **5.1 ABOUT THE PROVIDER**

*Please supply a brief description of your company, including the number of years in operation and the number of employees.*

[INSERT RESPONSE HERE]

### **5.2 INDUSTRY EXPERIENCE**

*Please describe and provide examples to demonstrate your industry experience and long-term viability providing surveys and public engagement for K-12 education. Include the percentage/number of K-12 clients you currently have using your product, as well as the focus and commitment to K-12 clients.*

[INSERT RESPONSE HERE]

*Describe what you think differentiates your organization from other industry providers.*

[INSERT RESPONSE HERE]

### **5.3 PROPOSED PROJECT TEAM**

*Please provide information about the implementation team and departments involved in delivering the proposed solution to Park Hill School District and reference their industry experience.*

[INSERT RESPONSE HERE]

#### **5.4 OTHER PRODUCTS AND SERVICES**

*Please list and briefly describe any relevant products and services that you provide outside of your staff surveys.*

[INSERT RESPONSE HERE]

#### **5.5 CUSTOMERS**

*Please supply a sample list of some of your active K-12 educational clients, and provide examples of your best work (redact confidential information as necessary). Please list any Missouri or Kansas districts currently using your product.*

[INSERT RESPONSE HERE]

*Please provide the total number of K-12 schools and school districts served.*

[INSERT RESPONSE HERE]

#### **5.6 REFERENCES**

*Please supply the name of three K-12 references.*

#### **5.7 PARTNERING**

*Provide the names of any partners relevant to this RFP. Please describe their role in the response and any products and/or services the partner might supply.*

## 6. PROPOSED SOLUTION

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### 6.1 PRODUCT- STAFF SURVEY

Product name: [INSERT RESPONSE HERE]

Brief description: [INSERT RESPONSE HERE]

### 6.2 REQUIREMENTS AND SUPPLIER CAPABILITY

#### Response Key

Please insert the applicable answer into the 'Response' column of the table below.

YES	Yes, this feature is available as part of the standard package
YES-P	Yes, only partially (please describe in detail, or we reserve the right to change this response to NO)
YES-C	Yes, this feature is available but requires customization
FR	This feature will be available in the future (within the next 6 months)
NO	This feature is not available
N/A	Not applicable



## REQUIREMENTS

Requirement	Response	Details
Results able to be nationally normed to recent data (after 2020)		
Results available in a dashboard format, but also able to be exported.		
Virtual Coaching sessions available to building and district leaders.		
Survey Categories regarding recruitment, retention, climate, culture, and custom questions.		

### 6.3 REPORTING

*Attach a sample of a report on the results of a school district's staff survey.*

### 6.4 VARIED OR ADDITIONAL OPTIONS

*Describe any proposed additions or variations to the solution presented. Detail all costs associated with additional options and variations in the pricing section.*

[INSERT RESPONSE HERE]

## **7. IMPLEMENTATION**

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### **7.1 IMPLEMENTATION PLAN**

*Provide a plan outlining the likely timeline for implementation, including meetings to discuss progress.*

### **7.2 ENGAGEMENT PROCESS**

*Please describe your communication/engagement process. Include milestones within the project timeline that you would typically meet with clients to discuss progress.*

### **7.3 SAMPLING TECHNIQUE**

*Please describe your sampling technique for surveys.*

### **7.4 DATA PRIVACY PROTOCOLS**

*Please describe how you ensure data privacy.*

### **7.5 IMPROVEMENT**

*How could you improve on our previous survey product (example provided)?*

### **7.6 BENCHMARKING**

*Please describe how you could provide benchmarking against other districts' results.*

## 8. PRICING

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### 8.1 COSTS

*Please supply all costs related to implementation of your product, including any available discounts. Bids should be as detailed as possible and include all deliverables listed as separate line items. Supplemental pricing documentation will be accepted but must be formatted like the chart included below. At a minimum, all deliverables below must be identified with their associated yearly costs for three years.*

Deliverable	Costs	Costs	Costs
	Year 1	Year 2	Year 3
Ongoing fees			
Implementation fees			
Other costs (please list all other costs associated with your proposal, including any customization costs)			
<b>TOTAL</b>			
Optional additional components			

### 8.2 INVOICING AND PAYMENT

*Please indicate your preferred method of payment and outline how invoicing and payments are to be scheduled during the duration of the proposed contract. Include any benefits that may be available for both parties regarding payment cycles.*

[INSERT RESPONSE HERE]

## **9. SUPPORTING INFORMATION**

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Please attach the following information to your response:

### Mandatory

- Proposed contract or MOU
- Pricing documentation

### Optional

- Additional information relevant to the response, as long as all sections of the response are complete

## **10. CLOSING**

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In submitting a response to this document, provider acknowledges acceptance of all sections of the entire document and has clearly delineated and detailed any exceptions.

Signature: \_\_\_\_\_ Title: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

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**Scoring**

- 1 = Does Not Meet
- 2 = Meet Some Expectations
- 3 = Meets Most Expectations
- 4 = Meets all expectations (must meet current tool’s capabilities)
- 5 = Exceeds Expectations

Criteria	Possible Points	Points Earned	Weight	Weighted points
Annual Cost to District	5		2	10
Survey Categories and Customization	5		2	10
Benchmarking and Norming	5		2	10
Reporting	5		1	5
Coaching	5		2	10
Implementation Plan	5		1	5
<b>Totals</b>	<b>30</b>			<b>50</b>
Additional Comments				

Criteria	Expectation (4+)
Annual Cost to District	Cost should be the same or below current expenditure for staff survey. (\$11,075.88 without coaching for three year. \$12,039 for one year)
Survey Categories and Customization	Must meet or exceed current list of categories.
Benchmarking and Norming	Must have current benchmarking to, at a minimum, national norms.
Reporting	Interactive dashboard available with longitudinal data available and able to be disaggregated to multiple categories listed in RFP.
Coaching	Virtual coaching available to all buildings and district leadership.
Implementation Plan	Minimal or no disruption to current processes.