

**Shaker Heights City School District  
Request for Proposals  
Preschool Expansion Project Management and Engagement RFP**

The Board of Education of the Shaker Heights City School District (the “District/Owner”), located at 15600 Parkland Drive, Shaker Heights, Ohio 44120, requests competitive sealed proposals from interested qualified firms (“Proposer/Bidder”) for Preschool Expansion Project Management and Engagement Services.

Advertised June 28, 2024

<b>Proposals Due:</b>	<b>Not Later than 2:00:00 PM Eastern Standard Time, July 31st, 2024</b> Late proposals may not be accepted or considered.
<b>Submit Proposals to:</b>	<p><b><u>SUBMITTAL INSTRUCTIONS</u></b> Interested firms shall provide a proposal that must demonstrate an understanding of the project requirements as stated throughout this RFP. The proposal, including all required documentation, must be submitted through hard copy and email <b>not later than 2:00:00 PM EST on 7/31/2024</b> in accordance with the email internal timestamp. Late Proposals may be rejected.</p> <p>Firms interested in being considered should reply with four individually bound proposals, (and one (1) electronic copy by email), delivered in a sealed envelope marked “Request for Proposal – Preschool Expansion Project Management and Engagement” to the District. Proposals received after this date and time may not be accepted.</p> <p>Proposals should be sent to the attention of:</p> <p style="text-align: center;">Kristen Miller Shaker Heights City School District 15600 Parkland Drive Shaker Heights, Ohio 44120 Email: miller_k@shaker.org</p>
<b>Direct Questions to:</b>	<p>Questions regarding the interpretation of the content of this RFP must be in writing with “Preschool Expansion Project Management and Engagement” on the subject line and directed to:</p> <p><b>Procurement Contact:</b> Kristen Miller Email: <a href="mailto:miller_k@shaker.org">miller_k@shaker.org</a></p> <p><b>Deadline for Questions:</b> 4:00 P.M., EST on July 12th, 2024</p> <p>If questions are answered, they will be in writing and sent to all firms who are on record with the Owner as having received a copy of this RFP as well as posted at <a href="https://www.shaker.org/ContractBidInformation.aspx">https://www.shaker.org/ContractBidInformation.aspx</a>. The name of the party submitting the question will not be identified in the answers. Proposers are strongly encouraged to routinely monitor this website for any updates, changes, or addendums to this RFP.</p>

**Pre-Proposal Conference:**

The pre-Proposal conference TBD, via Zoom. Please email miller\_k@shaker.org for the Zoom link. Attendance is optional but proposers are encouraged to attend. Shaker Heights School District conducts such meetings in order to clarify information provided in the RFP. Statements made by the District's representatives at the conference are not binding on the District unless confirmed by a written addendum.

**RFP Availability:**

This RFP is available electronically through the District website at:  
<https://www.shaker.org/ContractBidInformation.aspx>

**Statement of Need:**

The Shaker Heights City School District preschool program is dedicated to delivering exceptional early childhood education to children aged 3 to 5 years old. As part of our ongoing commitment, we are determined to enhance our enrollment and community outreach endeavors, with a specific focus on reaching vulnerable and underserved areas. This outreach holds particular significance as the District is currently planning to open an expanded preschool site in the 2025-2026 school year in the Ludlow School Building, which is currently undergoing renovation.

The objective of this Request for Proposal (RFP) is to engage with firms capable of executing project management and a multifaceted engagement and marketing campaign aimed at boosting enrollment in the Shaker Heights City School District preschool program while prioritizing outreach to underserved communities. Additionally, these efforts should include supporting the recruitment capacity of the district to identify potential candidates for teaching and support staff positions in the expanded preschool program.

The campaign should encompass the development and implementation of a timeline and program expansion plan. This plan should include digital/mobile, physical, and grassroots outreach strategies to attract prospective families and staff, and engage in two-way dialogue, especially with those residing in vulnerable and underserved areas. In the Shaker Heights City School District preschool program, we understand the importance of providing equitable access to quality education and remain committed to ensuring that all families have the opportunity to benefit from our program. Recently, the District's preschool program was also awarded a Cuyahoga County Universal PreK (UPK) three-year grant. Furthermore, we believe that recruiting diverse, high quality staff is also critical to meeting our goals. We are open to negotiating with various vendors to ensure alignment with our objectives and to prioritize inclusion and diversity in our outreach efforts.

**Scope of Work:**

Shaker Heights City School District seeks to contract with a vendor(s) to develop and implement a program expansion plan and timeline along with a comprehensive engagement campaign focused on increasing enrollment and fostering two-way dialogue, with a specific emphasis on reaching families in vulnerable and underserved areas. Additionally, we are seeking a vendor that can support our recruitment of high quality teaching and support staff. Engagement should be tailored to the unique attributes of the Shaker Heights City School District preschool program and incorporate digital/mobile, physical, and grassroots outreach components.

Key elements of the scope of work include:

1. Development and management of a program expansion plan and timeline.
2. Development and implementation of community and grassroots engagement programming and marketing campaigns targeting prospective families, with a focus on vulnerable and underserved communities.
3. Development and implementation of engagement programming and marketing campaigns targeting prospective staff, with a focus on vulnerable and underserved communities.
4. Analysis of current and historical enrollment data and student achievement data to inform targeted outreach efforts.
5. Utilization of digital/mobile, physical and grassroots outreach strategies to ensure equitable access to information about the Shaker Heights City School District preschool programs for families and potential staff.
6. Ensuring two-way dialogue opportunities for underrepresented communities to identify needs, barriers, and priorities, resulting in strategies to improve quality and access for these populations. Developing a long-term strategy to ensure ongoing engagement with underrepresented communities.
7. Creating a lasting structure for interactive dialogue with other childcare providers in the Shaker Heights area.
8. Adherence to Shaker Heights City School District brand guidelines and inclusion of local market research, particularly in vulnerable and underserved areas.
9. Provision of evaluation metrics that assess outreach effectiveness and impact on targeted communities.
10. Budget allocation within the available funding, with a commitment to prioritizing resources for outreach to vulnerable and underserved areas.
11. Delivery of original and editable files, artwork, and peripherals at the end of the work period. This will allow for sustained branding and the continuation of marketing efforts by the Shaker Heights City School District.
12. Analyzing the insights gathered during the dialogue sessions to identify common themes, needs, barriers, and priorities.
13. Presenting the findings and recommendations in a comprehensive report, including actionable strategies for addressing the identified needs and barriers.

**Timeline (subject to change)**

- 06-28-2024 RFP Released
- 07-12-2024 Questions Deadline 4:00 PM EST
- 07-15-2024 Estimated Questions Posted to Website
- 07-31-2024 RFP Due at 2:00 PM EST
- 08-08-2024 Estimated Award Notification
- 08-13-2024 Estimated Board Approval
- 08-14-2024 Estimated Start Date

Preproposal meeting and possible interviews TBD.

**Program Description:**

The Shaker Heights City School District preschool program offers enriching educational programs for children aged 3 to 5, focusing on holistic development and fostering a love for learning. Our commitment to equity and inclusion drives our efforts to reach and serve families in vulnerable and underserved communities. Additionally, the Shaker Heights City School District preschool program stands out as one of the only preschool programs in the area that incorporates the International Baccalaureate model in our classrooms.

**Proposal Submission:**

Interested parties are invited to submit their proposals addressing the requirements outlined in this RFP. Proposals should include a detailed description of the proposed approach, relevant experience, qualifications of the team members, and a proposed budget. Proposals should also provide a clear emphasis on strategies for reaching vulnerable and underserved communities. Furthermore, the vendor must demonstrate how the campaign will help recruit and hire a diverse, high quality, early childhood staff. Selected vendors must provide detailed timelines, costs, projected locations, expected outcomes, and be available for meetings and presentations.

Include names of individuals who will be providing services for this project and their areas of expertise. You may not substitute these individuals without the written consent of the District.

List at least three (3) current references for whom comparable work has been performed. This list shall include company name, person to contact, address, telephone number, email address, and the nature of the work performed. Proposer agrees that the District may contact all submitted references to obtain any and all information regarding Proposer's performance.

**Terms and Conditions:**

The District shall not be responsible for any costs incurred by an interested party in preparing, submitting, or presenting its response to the RFP.

Proposer hereby releases listed references from all claims and liability for damages that may result from the information provided by the reference.

Firms considering responding to this RFP are strictly prohibited from communicating with any member of the District's staff or representatives of the District except as set forth in this RFP.

The District reserves the right to cancel, suspend, and/or discontinue at any time for any reason, without obligation or notice to the proposing bidder, this solicitation, and to reject any, part of any, or all proposals and to waive any informalities or irregularities in the proposals.

The District reserves the right to award the contract to more than one Proposer and refuse any proposal or contract.

The District reserves the right to determine which bid or proposal is the most satisfactory and responsible and shall be the sole judge thereof. No plea of mistake in the bid shall be available to the proposer as a defense to any action based upon the neglect or refusal to execute a contract.

The decision to award a proposer to provide services to the District is neither endorsing nor suggesting that the proposer is the best or only solution. The proposer agrees to make no reference to the District in any literature, promotional materials, brochures, sales presentation, or the like without the express written consent of the District.

All materials submitted in response to this RFP must become the property of the District whether or not they are selected for the services.

Any and all contracts arising from this RFP contain the content of this RFP in its entirety and are an extension of this RFP.

All proposals should be valid for a period of at least 180 days from the proposal due date.

The firm must provide full disclosure of all existing client relationships that currently or prospectively may give rise to conflicts of interest and disqualification as governed by the rules of professional responsibility and conduct.

**Evaluation Criteria for Shaker Preschool RFP:**

- 1) Alignment with Objectives: The extent to which the proposal demonstrates a clear understanding of the Shaker Heights City School District's objectives in planning for and enhancing enrollment and community outreach efforts for the district's expanded preschool program, particularly in vulnerable and underserved areas.
- 2) Approach and Strategy: The comprehensiveness and effectiveness of the proposed approach and strategy for developing and implementing a project management and engagement plan to reach prospective families and staff. The approach must ensure two-way dialogue with underrepresented communities.
- 3) Creativity and Innovation: The creativity and innovation displayed in the proposed efforts to target prospective families and staff, especially in vulnerable and underserved communities, and the originality of ideas and strategies proposed for reaching and engaging with underrepresented communities.
- 4) Community Impact: The potential impact of the proposed campaign on increasing enrollment and community engagement in the Shaker Heights City School District preschool program, particularly among vulnerable and underserved populations, and the effectiveness of proposed evaluation metrics in assessing outreach effectiveness and impact on targeted communities.
- 5) Budget and Resource Allocation: The feasibility and cost-effectiveness of the proposed budget allocation within the available funding, with a demonstrated commitment to prioritizing resources for outreach to vulnerable and underserved areas, and the adequacy of resources and expertise proposed to execute the campaign.
- 6) Past Experience and Qualifications: The relevance of the proposing vendor(s)' experience and qualifications in project management, engagement, and marketing, particularly with vulnerable and underserved communities, and evidence of successful past projects demonstrating the ability to effectively engage with underrepresented communities.

- 7) **Clarity and Feasibility:** The clarity and feasibility of the proposed timeline, deliverables, and projected outcomes outlined in the proposal, including the proposed strategies for expansion management, grassroots engagement, digital/mobile marketing, and physical marketing, and the ability of the proposing vendor(s) to meet the requirements and expectations outlined in the RFP.
- 8) **Overall Fit and Suitability:** The overall fit of the proposed campaign with the Shaker Heights City School District's objectives, values, and unique attributes, including the incorporation of the International Baccalaureate model and commitment to equity and inclusion, and the degree to which the proposing vendor(s) demonstrate a genuine understanding of the district's mission and a shared commitment to promoting early childhood education and advancing equity and inclusion.

**Note:** Each criterion will be evaluated on a scale of 1 to 5, with 5 indicating exceptional alignment or effectiveness and 1 indicating poor alignment or effectiveness. The total score will be calculated based on the weighted average of scores across all criteria. A panel may then conduct interviews with only the top ranked proposers, usually the top two (2) or three (3) depending on the number of proposals received. Negotiations shall be conducted with the proposer(s) so selected.

Price alone will not be the sole determining factor in the selection process. The District reserves the right to make awards to the responsible offer whose proposal is solely determined by the District to be the most advantageous to the District without discussion.

**Clarification of Core Values** Informed and driven by the framework of *Inclusive Excellence*, the District, and Community place a high value on diversity, equity, and inclusion, viewing these principles as essential pillars for institutional and education excellence. Thus, securing and sustaining a diverse workforce that reflects the community's diversity in all its forms positions us to achieve inclusive and equitable spaces of working and learning that will benefit all District and community stakeholders. As such, each responding firm should include a plan for having a diverse workforce involved in the project.

We appreciate your interest in responding to this RFP and look forward to reviewing your proposal. Thank you for considering the opportunity to support Shaker Heights School District.