

**The Goodwill Excel Center, Public Charter School
Request for Proposals – Strategic Planning Services
June 14, 2024**

I. Background

The Goodwill Excel Center, Public Charter School (“GEC”) operates an adult public charter high school at two campuses in Washington D.C.: 1776 G Street, NW, Washington D.C., 20006 and 1201 Maryland Ave SW, Washington, D.C. 20024 (the “School”). GEC is looking for a contractor to support the school in developing a five-year strategic plan.

II. Scope of Work

- Work with leadership from GEC to articulate a clear five-year strategic plan for school years 2025-26 through 2029-2030 that includes:
 - A SWOT analysis
 - Three to four strategic priorities to guide the school in the five years leading up to its charter renewal with the DC Public Charter School Board
 - SMART goals for SY 25-26 to advance identified strategic priorities
 - A road map on how goals should be evaluated and updated annually
- Create and implement a framework for creating a strategic plan that includes:
 - Identification of critical success factors for the school
 - A planning process and timeline to complete the strategic plan by May 1, 2025, so that the SY 25-26 budget can reflect the priorities of the plan
 - Obtaining input from key stakeholders (students, board, staff) and synthesizing results to inform the creation of key strategic priorities and goals. Additionally, ensure the planning process is informed by data GEC already has which includes, but are not limited to, charter goal performance, staff survey data, and other key performance metrics identified by the school.
- Facilitate engaging meetings with staff to ensure that the priorities and goals created are meaningful, centered on the organization’s mission and critical success factors, and keep the team focused on completing a plan by May 1, 2025.
- Develop a visual communicate that clearly articulates strategic priorities from SY 25-30 and goals that can be monitored and updated annually.

III. RFP Response Outline

Responses to the RFP should consist of seven parts:

(1) *Organization profile*

- (a) General information on the responding organization, including; name, address, telephone number, email address, and contact person for this project
- (b) A short statement of the history and current business operations of bidder
- (c) Bios of key staff who will be conducting the services
- (d) Description of the organization’s commitment to diversity and equitable and inclusive practices (see GEC DEI vendor statement at <https://dcgoodwill.org/dei-vendor-statement>)

- (2) *Financial Proposal*
- (3) *Proposed project work plan and timeline*
- (4) *Copy of Business License(s) and Insurance Certificate*
- (5) *Three References*
- (6) *Responding organization's standard contract/terms and conditions, if any*
- (7) *Any exclusions, qualifications or exceptions to the scope of work, if any*

IV. Submission Deadline and Method

Responses to this RFP must be received on or before 5:00 PM, June 28, 2024. ***Responses must be submitted by email to josh.wallish@dcgoodwill.org.*** All responses will be acknowledged. If you do not receive an acknowledgment of your response within four business hours, please call Josh Wallish (202-719-1235). This RFP is not an offer to enter into a contract. GEC reserves the right to reject any and all responses resulting from this RFP. GEC is not liable for any cost incurred in responding to this RFP.

V. Questions

Please direct all questions regarding this RFP and the program for which the services will be delivered, via email, to Josh Wallish, at josh.wallish@dcgoodwill.org.

VI. Selection Criteria

The organization selected will represent the best value for GEC, combining price and overall service quality. GEC may ask one or more bidders to provide an in-person presentation and/or to provide their best and final offer.