



**Request for Proposal (RFP) for**

**Student Support Services Department: Program Evaluation**

Kevin Truitt, Associate Superintendent, Student Support Services

DATE ISSUED: Tuesday, April 12, 2011

Pre-proposal Conference: Thursday, April 28, 2011

Deadline for Submission: Monday, May 16, 2011

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## I. Introduction

The **mission** of the **San Francisco Unified School District (SFUSD)** is to provide each student with an equal opportunity to succeed by promoting intellectual growth, creativity, self-discipline, cultural and linguistic sensitivity, democratic responsibility, economic competence, and physical and mental health so that each student can achieve his or her maximum potential.

The **vision** of the district's strategic plan, "**Beyond the Talk**", is that every SFUSD student will graduate from high school, college and career with the skills, capabilities and dispositions necessary for the 21<sup>st</sup> century. Beyond the Talk is guided by three goals:

Goal 1: **Access and Equity** – Make social justice a reality

Goal 2: **Achievement** – Engage high achieving and joyful learners

Goal 3: **Accountability** – Keep our promises to students and families

SFUSD is a large urban school district serving over 56,000 students from diverse backgrounds.

### **About Student Support Services Department (SSSD)**

The **Mission** of SFUSD Student Support Services Department is to *provide our school communities a coordinated system of effective programs, services and resources that, in partnership with families and Community-Based Organizations, foster safe and caring learning environments where all students flourish and achieve at their highest potential.*

Student Support Services Department is comprised of over 500 staff, working centrally and at school sites, with unique training and skills, who provide direct support to students and their families to maximize every student's effort and potential. Several key branches comprise this connected collaborative of professionals:

- ExCEL After School Programs
- Office of Parent Engagement
- Post-secondary Success (Gear Up and Bridge to Success)
- Pupil Services and Counseling
- School Health Programs

Student Support Services Department monitors and oversees the implementation of multiple federal, state and local grant programs across a range of health, wellness, and social-emotional support services. The department has a long history of successfully implementing such grant-funded initiatives and programs. Grant funded programs for the 2010-2011 school year include:

- After School Programs: After School Education and Safety (ASES-State), 21<sup>st</sup> Century Community Learning Centers (CCLC-Federal), 21<sup>st</sup> Century After School Safety and Enrichment for Teens (ASSETS-Federal)
- Nutrition Education Program (NEP)

- Center for Disease Control (CDC): National Professional Development, HIV prevention, and YRBS (Federal)
- Foster Youth Services (State)
- Mentoring: Foster Youth, Gang Prevention, Truancy Reduction (U.S. Department of Justice)
- Prevention Practices in Schools: Good Behavior Game (SAMHSA)
- Tobacco Use Prevention Education (California Department of Education)
- Alcohol Abuse Reduction (US Department of Education/OSDFS)
- Elementary and Secondary Counseling (US Department of Education/OSDFS)
- Safe Schools Healthy Students Initiative (U.S. Department of Education)
- Wellness Initiative (DCYF, Mayor's Office, Department of Public Health, SFUSD)
- Public Education Enrichment Fund (Local- Prop H)

➤ **Please see attached Table of SSSD Projects requiring evaluation for the 2011-2012 school year.**

### **Purpose of this Request for Proposal**

SSSD is issuing this Request for Proposal (RFP) to identify qualified consultant(s)/service contractor(s) to provide comprehensive evaluation services to assist the department and project leads with all aspects of implementing with fidelity the specific strategies identified by our many grant funded programs. Specifically, this includes being a critical thought partner and offering assistance and expertise in conducting pre-assessments and analyzing current conditions to identify specific program goals and outcomes with benchmark measures to monitor throughout the implementation process. This partnership during program implementation is essential in providing the consultant/service contractor(s) with the specific information they will need to successfully complete their most important task of producing in-depth and comprehensive reports compliant with each grant's required contents and specifications. The SSSD may, at its sole discretion, make multiple awards based upon the pool of qualified applicants.

## II. RFP Timeline and Important Elements

### Timeline

<i>RFP Release Date</i>	<i>Tuesday, April 12, 2011</i>
<i>Pre-Proposal Conference</i>	<i>Thursday, April 28, 2011 (1515 Quintara St.)</i>
<i>Proposal Due Date</i>	<i>Monday, May 16, 2011</i>
<i>Proposal Evaluation Period</i>	<i>May 17-20, 2011</i>
<i>Award Letter Mailed</i>	<i>Monday, May 23, 2011</i>

Dates may be subject to change.

### SUBMISSION REQUIREMENTS

To apply in response to this Request for Proposal (RFP), please mail or hand-deliver one (1) single-sided original and three (3) double-sided copies of your proposal by 5:00 p.m. on Monday, May 16, 2011 to:

San Francisco Unified School District  
555 Franklin Street, 3<sup>rd</sup> Floor  
San Francisco, CA 94102  
ATTN: Kevin Truitt, Associate Superintendent – SSSD

Responses must be received by the deadline. Responses not received by the deadline will be returned unopened to the proposer.

#### A. Pre-Proposal Conference

The Pre-Proposal conference is not mandatory, but it is recommended that all potential applicants attend.

**Date: Thursday, April 28, 2011**

**Time: 3:00-5:00 pm**

**Location: Student Support Services, 1515 Quintara St., San Francisco, CA 94116 (Room 8)**

The Pre-Proposal Conference is held in order to:

- review the RFP requirements and format

- describe the multitude of programs, services, and resources that the Student Support Services Department provides to schools and the essential role that monitoring and evaluation plays in identifying the specific strategies that are most effective and critical in successfully attaining program goals and outcomes
  - respond to questions from applicants
- SFUSD will provide written questions and answers from the Pre-Proposal Conference within 5 business days at [www.healthiersf.org](http://www.healthiersf.org)

### III. Requirements

Program planning and subsequent evaluation are integral to achieving the mission and goals of the Student Support Services Department. By providing ongoing, systematic information on the effectiveness of strategic actions and implementation strategies, stakeholders can make necessary programmatic adjustments that will ensure the ability to achieve the desired outcomes and goals. Evaluation also serves to guide decision making, provides a foundation upon which to develop and share best practices, and supports program sustainability.

SSSD seeks to contract with an applicant with the experience and capacity to uphold the following practices and requirements:

- Evaluating student support services programs in public schools
- Coordinating and integrating evaluation activities across programs
- Maintaining and analyzing longitudinal data trends
- Monitoring program progress toward required measures and outcomes
- Implementing evaluation activities immediately upon start of a new program
- Interfacing with the CDC for federal and state funding sources regarding surveys and evaluation activities and required interim and annual reports
- Implementing CHKS & YRBS, which includes the scheduling of administration with school staff, instructions and training for successful administration, process for collection, analysis of data with the identification of specific improvements and areas of challenge needing attention both at the school level, division level and district-wide
- Assisting SSSD with suggestions for the effective ongoing use of data, use of data at the school level, and engaging and interactive presentations that can be adapted by various stakeholders
- Effectively collaborating with all key stakeholders in the evaluation process

#### **MINIMUM EXPERIENCE**

Applicants must have a proven track record of providing in-depth evaluation across a broad range of youth serving programs in public schools, for at least five (5) years with a preference for ten (10) years or more of relevant experience. This includes evidence of expertise and knowledge of current trends in youth behaviors that are directly affecting their ability to succeed in school or lead a healthy, positive lifestyle. Additionally, applicants must have direct experience implementing California Healthy Kids Survey (CHKS) and Youth Risk Behavior Survey (YRBS) in a large school district (ADA of 50,000 students or greater).

#### **SFUSD CONTRACTUAL REQUIREMENTS**

A SFUSD Board of Education K Resolution will be prepared for the selected contractor. Once the K Resolution is approved, a Services Agreement for Organizations is completed and the

contractor must be compliant with all requirements therein (e.g. scope of work, fees for services, insurance, etc.) *See attached contract template.*

**THE SELECTED CONTRACTOR MUST BE ABLE TO COMMIT TO A MINIMUM OF ONE YEAR OF SERVICE STARTING JULY 1, 2011- JUNE 30, 2012.**



#### IV. Components of the Proposal

Proposals should include the following information:

1. Experience working with public school teachers, administrators and district leaders in evaluating school-based support services and programs for children, youth and their families.
2. Experience planning, developing and implementing in-depth evaluation using both qualitative and quantitative data, to capture both aggregate and student level data.
3. Experience implementing California Healthy Kids Survey and Youth Risk Behavior Survey in a large school district and assisting school and district staff in analyzing this data to identify strengths and challenges at both the school and district levels.
4. Experience with successfully producing comprehensive evaluation reports for a variety of stakeholders (e.g. funders, school staff, district leadership, community partners, etc.) via multiple methods (e.g. brochure, website, presentation, PowerPoint, etc.).
5. Experience collaborating with program managers and program staff with monitoring the implementation of programs with fidelity and making adjustments and modifications when necessary.
6. Technical capacity in the areas of web-based data collection applications, maintenance and trouble-shooting of activity log tools, district-wide program and curriculum monitoring tools, synthesizing large quantities of data from a variety of sources.
7. Experience with the development and implementation of surveys, pre/post test, focus groups and interviews, and analysis of data collected through a variety of instruments.
8. Experience interfacing with district student information systems and Data Director.

**For reference, please see attached Table of SSSD Projects that comprise the scope of this RFP.**

## V. Evaluation Criteria

The District reserves the right to waive any irregularities or defects in any of the submissions. The District reserves the right to reject all proposals, cancel this RFP, postpone this RFP, or change the timeline for this process at any time. Submitted proposals shall not be treated as public records under the California Public Records Act (Cal. Govt. Code sec. 6250 et seq.) until an approved vendor is selected or an approved list of vendors is generated.

A representative committee will review and assess all proposals submitted. Proposals will be evaluated pursuant to minimum experience and components of the proposal. This evaluation will include the quality and quantity of successful relevant experience as well as demonstrated level of organizational capability. SFUSD may request further information from an applicant(s) before making a final decision. Additionally, the SSSD may, at its sole discretion, make multiple awards based upon the pool of qualified applicants.

Appeals to any decisions made by the review committee must be requested in writing no later than noon on Friday, May 27, 2011 to the Superintendent's designee, Kevin Truitt, Associate Superintendent – Student Support Services Department. The decision of the Superintendent or his authorized designee is final.

## VI. Submission Instructions

Proposals are to be on 8 ½" x 11" papers, one-sided, single spaced, 12-point Times New Roman font, and 1-inch margin. Responses beyond the indicated page limit will not be read.

### A. Cover page (1 page)

Submit a brief letter of introduction and executive summary of the RFP on the organization’s letterhead. The letter must be signed by the chief executive of the organization, which obligates the organization to perform the commitments contained in the proposal. The letter indicates that your organization is willing and able to perform the commitments contained in the proposal.

### B. General Overview and Summary

<b>Proposal Contact</b>			
<b>Organization Name:</b>			
<b>Contact Name:</b>			
<b>Title:</b>			
<b>Street Address:</b>			
<b>City &amp; Zip Code:</b>			
<b>Telephone:</b>			
<b>e-mail:</b>			
<b>Website:</b>			
<b>General Information</b>			
<b>What is the organization’s mission?</b>			
<b>Number of years providing evaluation services?</b>			
<b>What is your organization’s current overall budget? \$</b>			
<b>Is your organization currently providing contract services to SFUSD? Yes / No</b>			
<b>If yes, for which departments?</b>			
<b>Organization Experience</b>			
<b><i>Please list CURRENTLY contracted work, duration of services, amount of contract, and brief scope of work description:</i></b>			
<b>Organization or Entity</b>	<b>Duration</b>	<b>Amount \$</b>	<b>Scope of Work</b>

## C. Content

### 1. Organization (LIMIT: 2 pages)

What makes your organization/firm uniquely capable to implement the evaluation services sought by this RFP? Provide a brief description of the organization's/firm's formation and address the practices, requirements and satisfaction in meeting the minimum experience qualifications (see sections III. and IV.)

### 2. Experience (LIMIT: 5 pages)

Provide a description of up to five (5) currently or recently funded evaluation projects implemented by your organization/firm. Include name of funding entity, project summary, staff members who worked on each project and their roles, challenges and successes of the project, and address the proposal components (section IV. items 1-9) met through the project.

### 3. Staffing (LIMIT: 1 page, excluding resumes)

- Provide a list identifying key staff members for a proposed SFUSD committed project team and the role each will play in the project. Identify who will serve as the overall project manager.
- **Provide resumes for each of the key staff members on the project listed above.**
- PLEASE NOTE: PROPOSERS SHOULD LIST ONLY STAFF MEMBERS WHO WILL WORK ON DISTRICT PROJECTS. ORGANIZATION OR FIRM PRINCIPALS OR PARTNERS WHO WILL NOT WORK ON THE DISTRICT'S PROJECTS SHOULD NOT BE LISTED.

### 4. Proposed Costs for the Project

Provide an estimated cost of performing evaluation services by submitting:

- a.) An example of the basic costs associated with a sample grant or program, and
- b.) Select a project from the attached Table of SSSD Projects. Provide a sample budget for the project, including any overarching fees for the broader services provided to the overall department. Include a brief narrative of how fees are calculated.

### 5. References

Provide references for the organization and the lead project manager, including the name, address, telephone and email of at least three (3) but not more than five (5) recent customers. Recent references that are other California school districts will be a positive factor during the evaluation process.

For reference, please see attached Table of SSSD Projects that comprise the scope of this RFP.

**Please mail or hand-deliver one (1) single-sided original and three (3) double-sided copies of your proposal by 5:00 p.m. on Monday, May 16, 2011 to:**

**San Francisco Unified School District  
555 Franklin Street, 3<sup>rd</sup> Floor  
San Francisco, CA 94102  
ATTN: Kevin Truitt, Associate Superintendent - SSSD**

For questions, please contact:

**Kevin Truitt**, Associate Superintendent, SSSD  
(415) 522-6738  
truittk@sfusd.edu

**Table of SSSD Grants and Projects 2011/2012**

Grant or Project	Grant Period	Award/year	Reporting Requirements
<p><b>CDC-Improving Health and Educational Outcomes of Young People -National Professional Development (NPD)</b></p>	<p>March 2009-Feb 2013</p>	<p>\$350,000.00</p>	<p>For each event</p> <ul style="list-style-type: none"> <li>• Pre Assessments, Team Profiles</li> <li>• Data Tables/Summaries (Daily evaluations, comments, presenter feedback, pre-post assessment)</li> <li>• Post Follow-up activities (telephone interviews/web-based survey).</li> </ul> <p>Annual Report Job Alike Survey- web based survey</p> <ul style="list-style-type: none"> <li>• Develop instrument</li> <li>• Monitor/responses</li> <li>• Summarize data by priority area</li> <li>• Additional data collected for one priority area*</li> <li>• Interim 6 month Report</li> <li>• NPD Annual Work Plan—Yr4 (ETR review and provide input and send back to NPD staff)</li> </ul>
<p><b>CDC-Improving Health and Educational Outcomes of Young People - HIV</b></p>	<p>March 2009-Feb 2013</p>	<p>\$238,567.00</p>	<p>CPM: Positive Prevention HIV Section of CDC Interim Progress Report (ETR Reviewing and adding data) HIV Annual Work Plan (ETR Reviewing and adding tasks as needed) Interim 6 month Report NPD Annual Work Plan—Yr4 (ETR review and provide input and send back to SSSD staff)</p>
<p><b>CDC-Improving Health and Educational Outcomes of Young People -Youth Risk Behavior Survey (YRBS)</b></p>	<p>March 2009-Feb 2013</p>	<p>\$34,109.00</p>	<p>Survey Completion Paperwork for Westat (YRBS) (MS and HS) YRBS Section of CDC Interim Program Report and Annual Work Plan</p>
<p><b>Tobacco Use Prevention Education (California Department of Education)</b></p>	<p>2009-2013</p>	<p>\$360,000.00</p>	<p>Tobacco Awareness Survey Summary Peer Education Post-Session Summary QUIT Pre-Post Survey Summary TUPE Federal Report TYOC and YOC Monthly Log Reports Annual Progress reports/Final report due July 31, 2013</p>

Grant/Project	Grant Period	Award/year	Reporting Requirements
<b>Alcohol Abuse Reduction (U.S. Department of Education/OSDFS)</b>	2010-2013	\$415,000.00	Alcohol Climate Student Survey Summary (Baseline data from CHKS/YRBS) Project Alert New Teacher Post-Training Evaluation Summary YOC Monthly Log Reports Family Workshop Post-Session Evaluation OSADFS (Office of Safe and Drug Free Schools) Federal Report Annual Progress reports/Final report due Aug 1, 2013
<b>Countywide Foster Youth Services (FYS) Grant</b>	July 2007- June 2011	\$305,000.00	Database Census Reports Year-End State Report Student Focus Group Summary Student survey report Annual end of year report Aug 31, 2011
<b>Probation Foster Youth Services Grant</b>	July 2007- June 2011	\$19,000.00	Annual end of year report Aug 31, 2011
<b>Nutrition Education Project - California Nutrition Network for Healthy California for Healthy, Active Families - funded primarily by the US Department of Agriculture (USDA)</b>	October 2008- September 2011	\$1,605,550.00	Monthly + meeting attendance CDP Farmers' Market Summary CPD Health Forum Summary NWT Site Plans Summary SAAR, ATF, Progress Report, & Project Narrative CPD Nutrition & Learning 1: Setting Up a Healthy Learning Environment CPD Nutrition & Learning 2: Linking Nutrition to Science Curricula CPD Nutrition & Learning 3: Nutrition Links to Family & Community NEP Parent/Caregiver Survey Report School-Based PD (SBPD) NEP Student Impact Report to State NEPTL Survey Summary SNC Survey Summary NEP Staff Survey Report Chef in the Classroom Teacher Survey quarterly invoices (State share), annual progress report, semiannual SAAR

Grant/Project	Grant Period	Award/year	Reporting Requirements
<b>SAMHSA Prevention Practices in Schools: Good Behavior Game (Federal)</b>	October 2010 - September 2015	\$100,000.00	Quarterly reports and annual reports
<b>Public Education Enrichment Fund (Local)</b>	Ongoing through 2015	\$3,436,867.00 (2010-2011)	Quarterly and annual reports
<b>Safe Schools/Healthy Students Initiative (U.S. Department of Education)</b>	Sept 2007- Sept 2011 (NCE 2011-12)	\$1,000,000.00 (NCE year)	School Climate Parent/Caregiver Summary School Climate Staff Survey Summary Monthly Log Reports (LSP, Nurse and Passages Coordinator) Youth Outreach Coordinator Log (online) F-CHOW Logs (online) CDP LSP Monthly Log Staff PD Training Reports (including CDCs) Parent/Caregiver PD Training Reports (including CDCs) PAPA Student Satisfaction Survey Summary YOW Pretest Survey Summary YOW Pre-Posttest Survey Summary BIS Pretest-Posttest Survey Summary ART Pretest-Posttest Survey Summary Mentoring Pretest-Posttest Survey Summary Student Focus Group Summary Semi-Annual Federal Report Annual Federal Report semi-annual (due March 31), annual (due Sept 30), NCE
<b>U.S. Department of Justice/OJJDP - Foster Youth Mentoring</b>	Sept 2009- Aug 2012	\$166,000.00	Monthly Log Reports Student Pretest Survey Student Posttest Survey PD Training Report Student Interviews/Focus Groups Summary Mentor Interviews Summary Mentor Posttest Survey Semi-annual reports (due January 31 & July 31)



Grant/Project	Grant Period	Award/year	Reporting Requirements
U.S. Department of Justice/OJJDP - Gang Prevention Mentoring	Sept 2009-2012	\$166,000.00	Semi-annual reports (due January 31 & July 31)
Department of Justice - Truancy Reduction Mentoring	Sept 2010-Aug 2013	\$100,000.00	Semi-annual reports (due January 31 & July 31)
Mayor's DCYF Wellness Program (Local)	annual	\$3,750,000.00	Group Satisfaction Survey addendum summaries Revised Draft of Student Registration Form Staff Satisfaction Survey Summary Successes & Barriers to Connecting Students to Community Behavioral Health Services Summary of Wellness Service Utilization by Special Education Students Analysis of Staff Surveys by school site Referral Data Analysis Summary Preliminary analysis of correlates of underutilization RAMS Summary of Community Referrals Preliminary Analysis of Correlates of Underutilization 2010-2011 Initiative Profile Staff Insert Final Evaluation Report

Grant/Project	Grant Period	Award/year	Reporting Requirements
<b>Elementary And Secondary School Counseling Program (U.S. Dept of Education/OSDFS))</b>	Sept 2010- Aug 2013	\$400,000.00	<ul style="list-style-type: none"> <li>• Ratio of students to mental health professionals.</li> <li>• Disciplinary referrals.</li> <li>• Suspensions/expulsions.</li> </ul> Student Survey <ul style="list-style-type: none"> <li>• Connectedness with caring adults.</li> <li>• Perceived safety at school.</li> </ul> Staff Survey <ul style="list-style-type: none"> <li>• Awareness and use of restorative approaches</li> </ul> Interviews <ul style="list-style-type: none"> <li>• Mental health services; integrated team</li> </ul> Implementation Logs <ul style="list-style-type: none"> <li>• Mental health services (e.g., number of students served, number &amp; nature of services)</li> <li>• SAP meetings; SAP case management</li> </ul> Sign-in sheets <ul style="list-style-type: none"> <li>• Participation at training sessions tracking (after each event)</li> </ul> Training Surveys <ul style="list-style-type: none"> <li>• Staff post-training outcomes</li> <li>• Parent post- training outcomes</li> </ul>
<b>After School Education and Safety (ASES-State) \$11,404,946</b>  <b>21st Century Community Learning Centers (CCLC-Federal) \$2,635,935</b>  <b>21st Century After School Safety and Enrichment for Teens (ASSETS-Federal) \$1,500,000</b>  <b>21<sup>st</sup> Century Family Literacy \$180,000</b>  <b>21<sup>st</sup> Century Direct Access \$125,000</b>	Current - 2012/2013 school year	Total: \$15,845,881.00	<ul style="list-style-type: none"> <li>• Student Daily Attendance Data</li> <li>• Student-level Achievement Data</li> <li>• Local evaluation of qualitative and quantitative data collection including surveys, site observations, and student academic progress monitoring</li> <li>• Bi-annual attendance reports due to California Department of Education</li> <li>• Annual Accountability Data Report due to California Department of Education</li> </ul>
<b>TOTAL</b>		<b>\$28,286,045.00</b>	