

# Alliance for Education

## Request for Proposal (RFP) for Strategic Planning Process

### I. Introduction

#### Organization Overview

The Alliance for Education is a Seattle-based non-profit organization founded in 1995. Our mission is to support excellence in education by advancing racial equity and educational justice for Seattle students. Our vision is a deeply invested community that collectively ensures all students in Seattle Public Schools experience a sense of belonging, receive an excellent and equitable education, and reach their fullest potential. Our primary community partners include Seattle Public Schools, the City of Seattle Department of Education and Early Learning, education-focused community-based organizations and the philanthropic community in our region. More information on the Alliance can be found at [www.alliance4ed.org](http://www.alliance4ed.org)

#### Purpose of the RFP

The Alliance for Education is seeking proposals from experienced consultants or consulting firms to guide us through a comprehensive strategic planning process. The goal is to create a strategic plan that will provide a clear roadmap for our organization's growth and impact over the next five years, and to lead a strategy that aligns with and complements the strategic planning process of Seattle Public Schools (SPS) and the development of the City of Seattle's Families, Education, Preschool and Promise (FEPP) Levy.

**Strategic Planning Timeline:** Ideally the planning process would begin March 10, and be completed by late September, for approval by the Board of Directors at the October 9, 2025 Alliance for Education Board of Directors meeting.

#### Strategic Planning Priorities

- Given the Alliance's strong commitment to anti-racism and to advancing racial equity and educational justice for Seattle students, it will be critical for our strategic planning consultant to have expertise in anti-racism, diversity, equity and inclusion. An understanding of non-profit organizational management and the Seattle region's educational and philanthropic landscape is also essential.
- Our strategic planning process is intended to be collaborative, with engagement across our staff, board and key stakeholders. Primary engagement in design and review will be from our staff Executive Leadership team, and the Executive Committee of the board.
- In addition, the Alliance is committed to creating a strategic plan that operates in alignment with Seattle Public Schools' strategic plan, currently under development, and with the City of Seattle's Families Education Preschool and Promise levy. Our aim is to create a strategic plan that complements and advances shared regional goals for racial equity and educational justice. Working in close partnership with both SPS and the City of Seattle Department of Education and Early Learning (DEEL) will be key elements of this strategic planning process.
- The Alliance's last strategic plan was completed in 2019, and was a significant redesign of mission and vision for the organization. Our next strategic planning process should include reflection on progress since 2019, as well as opportunities to build on and expand our vision from our last strategic planning effort.

- Preference is for a consulting partner located in and with strong familiarity with the Seattle region. Some in-person meetings with staff, board and stakeholders will be required.

## **II. Project Objectives**

The selected consultant/firm will be expected to:

1. Conduct a thorough organizational assessment of the Alliance for Education's current state – our strengths, weaknesses and opportunities for future growth and impact.
2. Facilitate stakeholder engagement to gather diverse perspectives and insights on current organizational strengths and challenges, as well as opportunities for future growth and impact. Stakeholders may include (but are not limited to) Seattle Public Schools, the City of Seattle Department of Education and Early Learning, staff, board, philanthropic partners, community based organizations, and other community leaders.
3. Analyze local and national education data to assess most impactful opportunities to support racial equity and educational justice in the Seattle region.
4. Identify key strategic priorities and goals aligned with our mission and vision for the next five years of organizational operations.
5. Identify actionable strategies and initiatives to advance educational equity and racial justice, aligned with regional need and priorities.
6. Identify gaps in organizational capacity that must be addressed to achieve success with the strategic plan.
7. In partnership with board and staff, assess and revise current organizational equity statement, and develop organizational values.
8. Create a detailed implementation plan with timelines, milestones, and performance metrics.
9. Provide guidance on monitoring and evaluating the strategic plan's effectiveness.

## **III. Scope of Work**

### **1. Discovery and Assessment**

- Review and develop familiarity with existing organizational documents, including mission, vision, 2019 strategic plan, website, annual reports.
- In review of 2019 strategic plan, identify progress made, gaps in progress, and opportunities to build on and expand from that last strategic planning effort.
- Conduct local and national data analysis to best understand student experience and opportunities to advance racial equity and educational justice.

### **2. Stakeholder Engagement**

- Conduct interviews, focus groups and surveys with key internal and external stakeholders.
- Ensure inclusive participation from diverse groups and voices within the organization and the communities we serve and with whom we partner.
- Review and revise Alliance equity statement; work with staff and board to develop organizational values that are centered in the organizational mission and support organizational well-being, sustainability and impact.

### **3. Strategic Plan Development**

- Synthesize findings from the assessment and stakeholder engagement.
- Work with key staff and board to develop strategic priorities, goals, and objectives.
- Identify capacity strengths and gaps for the Alliance in pursuing said priorities, goals and objectives.
- Create an actionable and realistic implementation plan.

#### 4. **Implementation Support**

- Provide tools and frameworks for monitoring and evaluation.
- Offer training and support to staff and leadership to ensure successful implementation.
- Development and design of final report for public distribution.

#### **IV. Proposal Requirements**

Interested consultants/firms should include the following in their proposal:

##### 1. **Executive Summary**

- Brief overview of the proposal and the consulting firm.

##### 2. **Organizational Profile**

- Background information on the consultant/firm, including relevant experience and qualifications.
- Case studies or examples of similar projects completed.

##### 3. **Approach and Methodology**

- Detailed description of the proposed approach and methodology for each phase of the strategic planning process.
- Approach to equity – methodology for centering equity and inclusion in strategic planning efforts.
- Proposed timeline and milestones.

##### 4. **Project Team**

- Bios and roles of key team members who will be involved in the project.

##### 5. **Budget**

- Detailed budget, including a breakdown of costs for each phase of the project.
- Any additional expenses (e.g., travel, materials, research tools) and terms of payment.

##### 6. **References**

- Contact information for at least three references from similar projects.

#### **V. Evaluation Criteria**

Proposals will be evaluated based on the following criteria:

1. Relevant experience and qualifications of the consultant/firm.
2. Demonstrated understanding of and commitment to anti-racism and racial equity
3. Demonstrated understanding of the public education sector and non-profit management; experience in the Seattle education and philanthropic landscape a plus.
4. Quality and feasibility of the proposed approach and methodology.
5. Experience with stakeholder engagement and inclusive processes.
6. Cost-effectiveness and clarity of the budget.
7. Feedback from references.

#### **VI. Submission Instructions**

Proposals should be submitted electronically to Jenny Jarrett at [jenny@alliance4ed.org](mailto:jenny@alliance4ed.org) by [Submission Deadline]. Please ensure that all documents are in PDF format and include “RFP for Strategic Planning Process” in the subject line.

#### **VII. Timeline**

- **RFP Release Date:** January 27, 2025
- **Deadline for Questions:** February 14, 2025

- **Proposal Submission Deadline:** February 28, 2025
- **Selection of Consultant/Firm:** March 14, 2025
- **Project Start Date:** March 21, 2025

#### **VIII. Contact Information**

For any questions or additional information regarding this RFP, please contact:

Jenny Jarrett

Executive Assistant to the President

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