



REQUEST FOR PROPOSAL

Background

Erie's Public Schools (EPS) is seeking written proposals from qualified and experienced contractors to provide professional services for the development of a comprehensive three to five-year strategic plan.

EPS serves approximately 10,600 students in grades Kindergarten through 12 across 16 school buildings in Erie, Pennsylvania. The district employs approximately 947 teachers and a total staff of around 1,500. Dr. Natalyn Gibbs, currently in her first year as Superintendent, is leading the district during this pivotal period. With the previous strategic plan having concluded in 2024, EPS is now positioned to establish a new vision and direction for the future to ensure our students are on a guaranteed pathway to success.

Vision

Erie's Public Schools will be established as the premier school district in Pennsylvania and beyond by ensuring that every student is known, heard, valued and supported.

Mission, Four Core Values and School Demographics

The power of promise of public education ensures we deliver on an educational experience for every student, every day.

Four Core Values:

- Communication
- Culture
- Curriculum and Instruction
- Systems and Structures

16 Schools:

- 10 Elementary Schools
- 3 Middle Schools
- 2 High Schools
- 1 Non-traditional Programming School

Racial Demographics:

- 41.0% White
- 36.8% Black/African American
- 13.4% Hispanic/Latino
- 5.0% Asian
- 3.1% Two or More Races
- 0.28% American Indian/Alaskan Native
- 0.07% Pacific Islander

Special Population Demographics:

- 89.5% Economically Disadvantaged
- 22.0 % Special Education
- 11.0% English Learner

Points of Pride**Listening and Learning Sessions Points of Pride:**

- Dedicated and Resilient Staff
- Facilities and Infrastructure Improvements
- Community School Model and Community-Based Partnerships
- Diversity and Inclusion
- Student-Centered Focus

Historic Points of Pride:

- United Way Community School Models within each school
- National Environmental Education Award
- Collegiate Academy – Ranked 5th High School in Pennsylvania by U.S. News & World Report and 374th in the nation
- District of Distinction - Breakfast in the Classroom Project
- District of Distinction – Pre-K Partnership Project
- Grover Cleveland Elementary School PTA named National Parent Group of the Year

Scope of Work

The Board of Directors and the Office of the Superintendent are seeking a qualified and experienced firm to lead the development of a comprehensive, data-driven Strategic Plan. The selected firm must facilitate a collaborative planning process that meaningfully engages district staff, students, families, and community stakeholders. The process should be inclusive, forward-thinking, and focused on developing and achieving measurable outcomes aligned with the district's vision and values. The resulting Strategic Plan must clearly articulate priorities that support both student-centered success and organizational growth. It should serve as a guiding framework for data-informed decision-making over the next three to five years and must include clearly defined student outcome goals.

The planning process is expected to begin in August 2025 and be completed within approximately six months.

Phase 1: August and September: Project Management & Facilitation

- Establish EPS Strategic Planning Team
 - Outline the planning process
 - Define roles and responsibilities
 - Confirm Mission, Vision, and Core Values
 - Determine goals for the process
 - Establish planning meeting dates and expectations
 - Determine emerging themes and critical opportunities for growth identified through our Listening and Learning Sessions.
 - Collaborate with the Superintendent's Transition Team and Community School Directors
 - Release of RFP: Monday, August 13, 2025
 - Last day to Submit Questions: Wednesday August 20, 2025
 - Formal written responses to questions: Friday August 22, 2025
 - Receipt of Proposals: Friday, August 29, 2025
 - Interview Date (if needed): Tuesday, September 2, 2025
 - Recommendation for Approval: Wednesday, September 3, 2025
 - Legislative Approval by Board: Wednesday, September 10, 2025
- **Phase 2: October: Stakeholder Engagement**
 - Design and conduct comprehensive stakeholder engagement process
 - Staff, Student, Family, and Community Perception Surveys
 - Community and Family Interviews
 - Focus Groups
- **Phase 3: November: Needs Assessment and Data Analysis**

- Analyze student achievement data, operational performance, and community feedback
- SWOT/SOAR Analysis
- **Phase 4: December and January: Strategic Plan Development**
 - Facilitate identification of vision, mission, core values, and priorities
 - Draft and refine strategic goals, measurable objectives, and key performance indicators (KPIs)
 - Develop implementation roadmap with progress monitoring tools
- **Phase 4: February: Final Draft 2025-2028/2030**
 - 2025-2028/2030 Strategic Plan
 - Electronic and Hardcopy
 - Summary one-pager and visual roadmap
 - Presentation to Board of Directors

Timeline

The Board of School Directors and Office of the Superintendent is requesting proposals from experienced and qualified individuals/companies. Selection of the consultant will be made based on the proposals submitted and possible interview, if needed. A timeline for the selection process is provided below:

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| ● Release of RFP | Wednesday, August 13, 2025 |
| ● Last Day to Submit Questions | Wednesday, August 20, 2025 |
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Upon the release of this RFP and during the conclusion of the selection process, there shall be no communication between any prospective respondents, their lobbyist(s) or agent(s) and any employee of the EPS or its elected Board of Directors, except as provided for in the RFP. Any violations of this provision by any prospective firm and/or its agent shall be grounds for immediate disqualifications.

Proposal Submittal – Written Questions

All proposals shall be submitted to EPS via mail or an electronic format:

Mrs. ShaQuita Gatewood
Chief Accountability Officer

Erie's Public Schools
1910 Sassafra Street
Erie, PA 16502
Phone: 814-460-1466
Email: Sgatewood@eriesd.org

Proposals Specifications

Proposals should be submitted following the RFP Response Elements detailed below. EPS reserves the right to select a proposal in its entirety or some portions(s) thereof. EPS reserves the right to reject any and all proposals and to waive irregularities. Any and all questions must be submitted in writing to Mrs. ShaQuita Gatewood, prior to the August 20, 2025 deadline. All written responses to submitted questions will be released prior to Friday, August 22, 2025.

RFP Response Elements

- I. Section 1: Cover Letter**
 - a. Name of firm or lead contractor, address, telephone, email and contact person.
- II. Section 2: Description of Firm's Background**
 - a. Summary of professional experience
 - b. Number of years in business
 - c. Goals and objectives
 - d. Overall organizational focus
 - e. Legal name of the proposer and a brief statement of its history, service philosophy, goals, and vision
- III. Section 3: Experience and Qualifications**
 - a. Name, title, biographical information, and resume of the individual(s) who will work directly with the district
- IV. Section 4: State of the Proposer's Qualifications**
 - a. Evidence regarding current or previous Strategic Planning Services for other Pennsylvania K-12 school districts or non-profit entities
- V. References**
 - a. List of at least three (3) references, including contact names, addresses, phone numbers who have contracted the Proposer for Strategic Planning Services
- VI. Project Work Plan**

- a. Detailed work plan for performed services which includes a timeline for completion of specific work products should also be included

VII. Fee Proposal

- a. Provide a fee structure that your firm would propose to provide strategic planning services for the Office of the Superintendent given the scope of services provided in your detailed work plan
- b. Include the overall cost of all work, as well as hourly or daily rates, and must include cost estimates for travel and time associated with conference calls with EPS staff

VIII. Additional Specifications

- a. Proposals, including all attachments, cover letter, and tabs should not exceed twenty-five (25) pages in length on 8 1/2 "x 11" paper, single spaced using a minimum of font size 11 pt

IX. Agreement Terms

- a. Proposals should include a form agreement with EPS. EPS reserves the right to negotiate terms and conditions, and the successful negotiation of the terms and conditions will be considered as a material item in the award of the contract.
- b. The form agreement shall not be considered as part of the page length limitation provided in subsection VIII, above.

Evaluation Criteria and Selection Process

The contract will be awarded to the qualified proposer whose proposal is most advantageous to EPS, based on the evaluation criteria specified below. Thus, while the points in the evaluation criteria indicate their relative importance, the total score will not necessarily be determinative of the award. The overall score will guide EPS in making an informed award decision based on the evaluation criteria.

EPS anticipates selecting one consultant using the following criteria:

Strategic Planning Services	Points
Background and experience in strategic planning	25
Background and experience in working with urban school districts	20
Meeting design expertise, facilitation skills, and group process skills	20
Use of technology to facilitate input from stakeholders	20
Cost-effectiveness of proposal	15