



SAN DIEGO COMMUNITY COLLEGE DISTRICT

REQUEST FOR PROPOSAL (RFP) #22-03

CONSULTING SERVICE FOR STRATEGIC PLAN DEVELOPMENT

PROPOSAL DUE DATE:

October 28, 2021 at 10:00 AM PDT

Delivered to:

San Diego Community College District
PURCHASING AND CONTRACT SERVICES
C/O CENTRAL DISTRIBUTION CENTER:
9315 Hillery Drive, San Diego, CA 92126

Late Proposals Will Not Be Accepted

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**SAN DIEGO COMMUNITY COLLEGE DISTRICT
REQUEST FOR PROPOSAL (RFP) #22-03**

CONSULTING SERVICE FOR STRATEGIC PLAN DEVELOPMENT

NOTICE

Notice is hereby given that the Board of Trustees of the San Diego Community College District (District) shall receive proposals from consulting firms for the development of a Strategic Plan, according to the terms, conditions, and specifications prepared by the San Diego Community College District and described in general as: **Request for Proposal #22-03 Consulting Service for Strategic Plan Development.**

Each proposal must conform and be responsive to the specifications in this Request for Proposal (RFP).

PROPOSAL SUBMISSION

The San Diego Community College District is on remote operation status, with limited on-site operations. If you will be responding to the RFP, please communicate with Peter Hester, phester@sdccd.edu regarding delivery instructions. The RFP response must be received no later than, Thursday, October 28, 2021 at 10:00 AM PDT, no exception will be made.

Proposals will be accepted until **10:00 AM PDT, Thursday, October 28, 2021**, at which time proposals shall be opened and proposer's name shall be read aloud at the physical address listed below. If you wish to attend the opening in person, COVID protocols will be followed (social distancing and face masks will be required). No faxed proposals will be accepted. Proposals shall be submitted in a sealed envelope with the RFP number, RFP name, and the proposer's name and address clearly marked on the front of the envelope. For purposes of opening proposals, the time of day shall be shown on the public clock located at the same physical address location listed below. It is the responsibility of the proposer to make sure the proposal is delivered to the specified location by the end date and time listed.

Proposers shall complete, sign, and submit one (1) clearly marked original, seven (7) bound copies, and one (1) electronic version of the proposal; electronic versions may be submitted on a USB drive and shall be formatted in Portable Document Format (PDF). All data shall be clearly and legibly written. Signatures must be made in the appropriate spaces. Changes and erasures must be initiated by the individual signing the proposal. All blank spaces provided must have entries. The original proposal is to be submitted on 8 ½ x 11" white paper, font size no smaller than 12 point (recommended Arial or Times New Roman) with a 1" margin for top, bottom, right, and left page of the proposal. The entire proposal submission is limited to twenty-five (25) pages. The official proposal submission is the original hard copy. If there is a discrepancy between the original hard copy and the USB thumb drive, the original hard copy will be considered the proposers official submittal.

Proposals are to be delivered to the following address:

Physical Address:
San Diego Community College District / Central Distribution Center
Attention: Purchasing and Contract Services / Peter Hester
9315 Hillery Drive
San Diego, CA 92126
Hours of Operation: Monday – Friday, 8:00 AM -2:00 PM PT

QUESTIONS

All questions and inquiries should be made in writing and emailed to phester@sdccd.edu with subject titled “RFP 22-03 Consulting Service, Strategic Plan Development.” Questions will be accepted until 5:00 PM PT on Friday, October 08, 2021.

REJECTION/WITHDRAWAL

The District reserves the right to reject any or all proposals or to waive any minor irregularities therein. Proposals shall be binding upon the Contractor for ninety (90) calendar days following the proposal due date. No proposals may be withdrawn after public opening.

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Dates Advertised:
09/28 & 10/05, 2021

Purchasing and Contract Services
3375 Camino del Rio South
San Diego, CA 92108

RFP No. 22-03

Title: **Consulting Service, Strategic Planning**

Buyer: Peter Hester

Telephone (619) 388-6562 FAX (619) 388-6893

REQUEST FOR PROPOSAL COVER PAGE

SECTION A – INVITATION

A contract will be awarded in accordance with the Request for Proposal terms, conditions, and specifications for the material and/or services specified herein.

Interested firms must return sealed proposals on this form, along with all attachments, to Purchasing and Contract Services, C/O Central Distribution Center, 9315 Hillery Drive, San Diego, CA 92126 before **10:00 A.M. on Thursday, October 28, 2021**. Proposals will be publicly opened and read aloud at that time and place.

SECTION B – Proposal

This section must be completed by the Proposer. The undersigned hereby proposes and agrees to enter into a contract to furnish to the San Diego Community College District any and all services that may be awarded, at the prices proposed herein, subject to the terms, conditions, and specifications of this Request for Proposal.

Failure to complete and sign the boxes below may result in rejection of the Bid.

Name and Address of Firm _____ _____ _____	_____ Signature of authorized officer or employee (Unsigned bid will be rejected) _____ Type or Print Name and Title _____ e-mail address	_____ Date _____ Telephone Number _____ Fax Number
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SECTION C – AWARD OF CONTRACT

The San Diego Community College District awards this bid to the above named supplier in accordance with the terms, conditions, and specifications cited herein. (To be completed by SDCCD, Purchasing and Contract Services Department.)

☐ **Upon award, Contractor must submit a Statement of Insurance indicating amounts and expiration dates for each type of insurance required by this contract.**

Date

Peter Hester
Supervisor, Purchasing and Contract Services

SECTION I.

PURPOSE OF THE RFP

The San Diego Community College District (SDCCD) (here after referred to as District) requests proposals from qualified consultants to assist the District's administration, in preparing a Strategic Plan for the San Diego Community College District. The Strategic Plan should be designed to respond to the needs of the District's constituents while addressing economic, demographic, and community trends. The Strategic Plan will include an examination of current and potential academic and integral institutional support program development; and distribution of courses, programs, and services. The Strategic Plan should factor current and future employment needs, enrollment projections and population trends. The examination and analysis will include a long-range growth forecast with three scenarios (slow, moderate, and high).

The intent of the Strategic Plan is to assess the external and internal environments of the District and provide recommendations for instructional and support programs that will help the District align itself with a changing environment. The objective of the Strategic Plan is the identification of both current and potential future programs of instruction and support services (including expansion of existing programs), inform the District's resource allocation, ensure that planning and budget development are fully integrated in the District, develop a program review process for the District and develop fundraising and enrollment management plans. The District-wide shared governance process will be important factors in the development of the Strategic Plan.

Please refer to the following links to assist in the preparation of your proposal:

About the District:

<https://www.sdccd.edu/about/index.aspx>

- Leadership
- Mission and Goals
- Institutional Effectiveness Scorecards
- District-wide Planning and Decision-Making Manual 2015-2020
- District-wide Function Map

Research Reports:

<https://www.sdccd.edu/about/departments-and-offices/student-services-department/institutional-research-and-planning/research-reports/>

- Assessment
- Fact Books
- Facts on File

The District is ready to move to the next level of planning, which will examine the potential of additional academic and interconnected institutional support program development and growth. The District's commitment to participatory (shared) governance and giving a voice in the decision-making process to the administration, faculty, classified professionals, students and the community will be an important factor in the development of the Strategic Plan.

While the District and colleges have the internal capacity to develop many of the required components of its Strategic Plan, its goal is to produce exceptional plans that, by virtue of engaging a committed team of professionals, exceed and expand on that which the District is able to develop under the constraints of its ongoing, daily educational responsibilities to its communities.

The completed Strategic Plan shall include, but not be limited to, the following components:

- An external and internal environmental scan
- A description of the District's integrated planning process that includes planning at the individual colleges, District budget development, District strategic planning, a design for the implementation of the Strategic Plan, a process for evaluation of the plan and for ultimate revision of the plan
- An analysis of the District's current and potential academic and student support programs including recommendations for program review and expansion
- A plan for fundraising for the colleges and the District
- A plan for managing the District's enrollment
- A process for implementing the plan and evaluating the results

The proposal will also provide the following:

- A detailed planning calendar for the development of the Strategic Plan.
- A process to ensure front-end involvement of the District's Trustees as well as keeping them informed throughout the process and ultimately presenting the plan for their consideration
- An explanation of how the proposer intends to ensure robust involvement of all stakeholders in the planning process.
- A description of how the proposer will interface with District leadership to ensure a smooth process.
- A discussion of the proposer's commitment to equity, diversity and social justice in the planning process.
- A description of how the proposer intends to keep all stakeholders informed throughout the planning process.

DISTRICT PROFILE

As one of the largest of California's 73 community college districts, the San Diego Community College District serves in excess of 100,000 students annually at its three, credit colleges, San Diego City College, Mesa College, Miramar College, and seven campuses of San Diego College of Continuing Education.

The colleges offer associate degrees and career technical certificates that prepare students for transfer to universities and/or career pathways with higher paying jobs. In addition, Mesa College offers a bachelor's degree in Health Information Management as part of California's Baccalaureate Pilot Program.

The San Diego Community College District employs more than 6,000 employees.

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SECTION II.

INSTRUCTIONS TO PROPOSERS

The anticipated timeline, for the complete process is as follows:

RFP Release	September 28, 2021
Deadline for Questions	October 08 @ 5:00 PM PDT
Proposals Due	October 28, 2021 @ 10:00 AM PDT
Oral Presentations (if needed)	November 17, 2021
Anticipated Award Date	December 16, 2021

1. Proposals shall be received until 10:00 AM PDT on October 28, 2021 for the services described herein. Proposals received after this time and date shall be rejected and not considered for contract award. Proposals may be delivered by mailing or in person delivery to:

San Diego Community College District / Central Distribution Center
Attention: Purchasing and Contract Services / Peter Hester
RFP 22-03 / Consulting Service, Strategic Plan Development
9315 Hillery Drive
San Diego, CA 92126
Hours of Operation: Monday – Friday, 8:00 AM - 2:00 PM PDT

Proposals must be sealed and clearly marked with the RFP number, the RFP name, and the proposer's name and address on the front of the envelope.

2. No telephone or fax proposals will be considered. Proposals received after the time and date stated above shall be returned to the contractor unopened.
3. Contractor shall complete, sign and submit one original, seven (7) bound copies and one (1) electronic, USB thumb drive, version of the proposal. The original copy shall be clearly marked "original." The original proposal is to be submitted on 8 ½ x 11" white paper, font size no smaller than 12 point (recommended Arial or Times New Roman) with a 1" margin for top, bottom, right, and left page of the proposal. The entire proposal submission is limited to twenty-five (25) pages. The official proposal submission is the original hard copy. If there is a discrepancy between the original hard copy and the USB thumb drive, the original hard copy will be considered the proposer's official submittal.
4. Proposals shall be binding upon the Contractor for ninety (90) calendar days following the proposal due date. All general terms and conditions and general specifications included in or appended to this request for proposal (RFP) apply to any contract subsequently awarded.

5. Any questions concerning requirements presented in this RFP must be submitted in writing via email to phester@sdccd.edu with the subject title “RFP # 22-03 Consulting Service, Strategic Plan.” Any changes, clarifications, or other interpretations regarding this RFP shall be posted to the District website as an addendum.
6. These addenda shall become part of the RFP and shall be included in the final agreement between the contractor and the District. **The last date for submitting questions is October 08, 2021 no later than 5:00 PM PDT.**
7. The District reserves the right to accept or reject any or all proposals or any part thereof, and to waive any minor irregularities in any proposal when it determines that it is the best interest of the District to do so.
8. The term of this agreement shall be for a period of one (1) year, with an option to renew for one (1) additional 1-year extension. Pursuant to Education Code section 88004.5, the District will retain the right to refuse the agreement on an annual basis. It is anticipated that the agreement shall commence on or about January 03, 2022.
9. An oral presentation and/or negotiations meeting may be required after the District receives and reviews written proposals. If the District requires such a meeting, the proposer’s will be notified of the scheduled time and place. Each contractor should be prepared to discuss and substantiate any areas of the proposal submitted, qualifications for the services required, and any other area of interest relative to this proposal. The cost of travel, presentation preparation fees, etc., will not be reimbursable by the San Diego Community College District. RFP preparation costs will not be reimbursable by the San Diego Community College District.
10. The District reserves the right to conduct discussions with the proposers, and to accept revisions, and to negotiate changes to the RFP responses. During this discussion period, the District shall not disclose any information derived from proposals submitted or from discussions with other proposers.
11. Award shall be made to the responsible and responsive contractor whose proposal is determined to be the most advantageous to the District based on the Evaluation Criteria identified in Section VIII for which point values will be developed prior to the submission of proposals.
12. The proposal should be submitted in the format requested. All proposals must be signed by an individual authorized to extend a formal proposal.
13. Any manufacture’s names, trade names, brand names or catalog numbers used in this proposal are for the purpose of describing and/or establishing the quality, design and performance required. Any such reference is not intended to limit or restrict an offer by any proposer but is only listed in order to advise potential proposers or the requirements for the District. Any offer which proposes like quality, design or performance shall be considered.

14. Proposers shall be deemed to have read and understood all aspects of this Request for Proposal, including all terms and conditions and requirements.
15. The District reserves the right to incorporate additional standard contractual provisions into the agreement in response to this request and to require indemnification.

SECTION III.

DEFINITION OF TERMS

- The designation of *District* refers to the San Diego Community College District, a political subdivision of the State of California.
- The term *Proposer(s)* or refers to firms that elect to submit proposals for Consulting Services for the Development of the District Education Strategic Plan.
- The terms *Contract* and *Agreement* shall be used interchangeably within this document.
- The terms *Firm(s)* and *Consultant(s)* shall be used interchangeably within this document.
- The acronym *RFP* refers to Request for Proposal
- The term *Contractor* refers to the Proposer that is awarded the contract for this Request for Proposal

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SECTION IV.

MANDATORY RESPONSES

The proposal must address each of the following points in the same order as presented herein. Failure to do so could eliminate that proposal from consideration.

The proposal shall include:

- A. A letter of intent summarizing the following:
 - a. Proposer's understanding of the scope of work
 - b. Contact information for proposer (name, phone, fax, email)
 - c. Type of business entity proposing the service
 - d. Office locations, location of regional personnel that shall be assigned to the District's account
 - e. Brief history of the company and statement of qualifications
 - f. A description of standard services offered
 - g. Information regarding the subcontracting of any services
 - h. A representative client listing that the District may contact for references

The letter of intent must be signed by an official authorized to make such commitments and enter into a contract with San Diego Community College District. The letter must include the officer's title.

- B. A proposal outlining potential to provide the scope of service identified in this RFP.
- C. Provide certification that the Contractor's business is legally permitted or licensed for the services offered to conduct business in the State of California. If the Contractor is a sole proprietorship or partnership, include a copy of the California business license. If the Contractor is a California Corporation, provide a copy of the corporate number issued by the Secretary of State.

Additional information that the District should consider in evaluating the firm's proposal.

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SECTION V.

GENERAL TERMS AND CONDITIONS

A general description of the terms and conditions under which the Contractor shall operate are set forth below.

a. AGREEMENT AND TERM

Agreement shall have an initial term of one (1) year with the right to renew upon mutual agreement, for one (1) additional 1-year term, commencing on or about January 03, 2022. Pursuant to Education Code section 88004.5, the District will retain the right to refuse or renew the Agreement on an annual basis.

b. ASSIGNMENT

The Contractor shall be deemed to be an independent contractor and shall not, during the terms of the Agreement, or any renewal or extensions thereof, sell, assign, transfer, sublet, or sublease all or any part thereof without the prior written consent of the District. Should the contractor become insolvent, or if proceeding in bankruptcy shall be instituted by or against the contractor, the remaining or unexpired portion of the Agreement shall be automatically terminated; however, the District shall retain the right to reinstate the Agreement upon such termination.

c. SUBCONTRACTING

Subcontracts, if any, are subject to the prior approval of the District. The Contractor shall be responsible for the satisfactory performance and adherence to all Agreement specifications of the approved subcontractor and for the conduct of the employees of said subcontractor. Substandard performance by an approved subcontractor can constitute an event of default under the Agreement.

d. USE OF DISTRICT/COLLEGES NAME AND REGISTERED TRADEMARKS

In no instance shall the Contractor use the District's name or any of its registered or unregistered service marks, trademarks, or logos, or those of any of the Colleges, for any purposes (including, but not limited to advertising or promotions) without first obtaining the District's specific written consent.

e. AMENDMENTS

The Agreement shall not be modified, amended or changed except by an instrument in writing executed subsequently to the execution of the agreement by both parties.

f. INSURANCE

Throughout the agreement period, the contractor agrees to maintain in full force and effect, at its sole expense, the following insurances:

- | | |
|---------------------------------|--|
| 1. Worker's Compensation | Statutory Limits |
| 2. Commercial General Liability | \$1,000,000 per occurrence/\$3,000,000 aggregate |

3. Automobile Liability \$1,000,000

The District is to be added as an additional insured on contractor policies. A copy of the insurance documents with the District named as insured must be submitted by January 13, 2022.

The contractor shall provide and maintain certificates of insurance and additional insured policy endorsements that name the District as an additional insured on contractor's policies and provide a copy of any relevant insurance policies upon request of the District.

g. BOND

Prior to the execution of the contract, Contractor shall provide a Performance Bond in the amount of \$5,000. The bond will be due to the District within two weeks of a signed agreement.

h. INDEMNIFICATION

Contractor shall indemnify, hold harmless and defend the District, its Board of Trustees, officers, agents, members, employees, affiliates, and volunteers against any and all liability, claims, demands, suits, causes of action, damages, personal injuries, death, expenses, attorneys' fees, losses and costs of every kind and nature, occurring in connection with or any incident to or arising out of the contractors or its employees, agents, or representatives presence at the District, service operations or work in connection with the Agreement.

i. LAWS TO BE OBSERVED

The Contractor shall comply with all federal, state and local laws, ordinances, rules and regulations and all amendments thereto which in any manner may affect Contractor's activities undertaken pursuant to this Request for Proposal.

- j. TERMINATION FOR CONVENIENCE OF DISTRICT.** The District may terminate this Agreement at any time by giving written notice to the Contractor of such termination and specifying the effective date thereof at least ten days (10) before the effective date of such termination. In that event, all finished or unfinished documents and other materials as described herein, at the option of the District, shall become its property. If the Agreement is terminated by the District as provided herein, the Contractor shall be entitled to receive just and equitable compensation for any satisfactory work completed on such documents and other materials.

- k. AWARD WITHOUT DISCUSSION.** The District reserves the right to make an award without further discussion of the proposals received. Therefore, it is critical that, all proposals are submitted initially in the most favorable terms possible, both economically and technically.

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SECTION VI.

SCOPE OF SERVICE

The strategic planning consultant will prepare a draft and a final planning document that will include, but not be limited to, the following elements:

1. Proposals must clearly identify the deliverables for each of the following sections:
2. Executive Summary
3. Mission, Vision, and Values
 - a. Description of the educational philosophy of the District
4. Educational Planning Process
 - a. Timelines
 - b. Step by step process
5. Introduction and Background
 - a. Description of the District
 - b. History
 - c. Service Area
 - d. Local and Regional Context
 - e. State and National Context
6. Internal and External Perceptions about the district and colleges
7. Profile of the District Community and Students
 - a. Population Trends (including but not limited to K-12 population, educational attainment, building of new communities, etc.) – organized by the following levels:
 - i. City of San Diego, CA
 - ii. San Diego County, CA
 - iii. Regional – Southern California
 - iv. State of California
 - b. Economic and Job Market Forecast
 - i. Employment and job market trends
 - ii. Status of major employers in the region
 - iii. Workforce development programs
 - c. Educational programs in the community
 - i. High school and adult education
 - ii. Other colleges, private, CSU, and UC
 - d. Student Characteristics (by college and district-wide)
 - i. Student Demographic (Age, Gender, Ethnicity, Full-Time Status, etc.)
 - ii. Student Success (Completion, Retention, Persistence, etc.)
 - iii. Special Groups (Military/Veterans, Foster Youth, Athletes, etc.)

- e. Enrollment Trends – past trends and future forecast (by college and district-wide)
 - i. Demographic Data
 - ii. Concurrent Enrollment
 - iii. Adult Population Projections
 - iv. Participation Rates
 - v. Enrollments
- 8. Educational Programs and Student Support Services (by college and district-wide)
 - a. Identification of needs
 - i. Projected enrollment of students (FTES), faculty (FTEF) and staff
 - ii. Learning Environment (space, equipment, or systems)
 - iii. Identify of the method(s) of instruction
 - iv. District-wide Program Planning
- 9. Analysis of Individual Academic and Institutional Support Programs
 - a. Program Description
 - b. Program Review
 - c. Future Development – emerging programs
 - d. Role of Technology – emerging technology
 - e. Translation of Standard Occupational Classification (SOC) to Classification of Instructional Programs (CIP) to Taxonomy of Programs (TOP)
 - f. Projected Weekly Student Contact Hours (WSCH)
 - g. Lecture Space (Classrooms)
 - h. Laboratory Space (Teaching Labs)
 - i. Office Space
 - j. Library/LRC/Study
 - k. Instructional Media AV/TV + Radio
- 10. Impact of State-wide Initiatives from the Community College Chancellor's Office
- 11. Analysis of information including SWOT and Gap Analysis
- 12. Lessons Learned from the data relevant to educational planning
- 13. Summary of on-campus Interviews and Focus Groups
- 14. Summary of Community Advisory Committee Interviews
- 15. Provide a timeline for the District and college review of draft reports
- 16. The final work product must include source and publication files for the complete Strategic Plan.

The District is open to suggestions by the consultant for additional and/or modified areas of analysis based on their review of the project.

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SECTION VII

SPECIAL REQUIREMENTS

This Request for Proposal is for the strategic plans only. The selected firm will be required to produce written, graphic, and digital documentation of updated educational plans for the District and colleges, as well as plans for individual disciplines and institutional support programs, including growth of existing programs and addition of new programs to accommodate maximum student enrollment. The selected consultants must also have knowledge and understanding of current state initiatives (examples include but are not limited to the new funding model, Guided Pathways, Promise Program, and AB705, etc.) that will impact planning assumptions for the Strategic Plan. The selected firm must also provide guidance in fulfilling the district and college missions including access and equity.

PROCESS:

- Comprehensive (Inclusive of the District and colleges).
- Inclusive (seeking input from a broad range of campus constituencies and community representatives).
- Data-driven (relying on analysis of internal and external trends and the district and colleges' facilities and operations).
- Integrated (aligning recommendations with the District's and college's mission, strategic direction, and financial realities).

The selected firm will work with District-wide Strategic Planning Committee, which includes representatives from the offices of Educational Services, District and college leadership, to develop the Strategic Plans through participation in open forums, committee meetings, and public review. The District-wide Strategic Planning Committee will receive regular progress reports. The Contractor will assist the District in the planning process from the initial phase of research through adoption of the Strategic Plan by the District's Board of Trustees

The consulting team should include appropriate individuals familiar with both academic and institutional support program planning in the California Community Colleges, as well as data-driven decision-making processes. Each candidate should be prepared to illustrate examples of data they collect and how they use this data appropriately to direct the future growth of a District. The consultant's proposal should include a description of the recommended approach to developing the planning process and outcomes. The planning process will require interactive meetings, planning charts, open forums, workshops, and presentations. It is assumed that the consulting team will meet with each college's academic departments, and programs and the District Educational Services department a minimum of three times to develop, review and finalize their area-specific summary narratives.

The proposal submitted by the prospective Contractor should anticipate a minimum start-up period of two to three weeks for orientation meetings with the district and colleges' executive leadership team before the formal planning process begins.

During the course of the process, the consultant will be responsible for producing all meeting minutes and associated handouts in an electronic format for review and distribution by the District and college staff.

PROPOSED TIMELINE:

Following is a projected schedule (the actual schedule will be developed by the awarded consulting firm):

Orientation and Initial Planning Meetings (1)	January – February, 2022
Districtwide Charrette (2)	February, 2022
Draft Strategic Plans (3)	March, 2022
Districtwide Charrette (4)	April, 2022
Review of Strategic Plan Draft Validation of Data and Accuracy (5)	May, 2022
Districtwide Charrette (6)	June, 2022
Presentations of Strategic Plan Final Draft (7)	June, 2022
Final Strategic Plan Presented (8)	July, 2022

1. Orientation meetings with planning staff, District and college leadership
2. Charrette with departments, programs, District and college leadership and others as required.
3. Draft plans developed and available for District and colleges review and comment.
4. Second Charrette with departments, programs, District and college leadership and others as required.
5. Review of strategic plan draft by District and colleges
6. Third Charrette with departments, programs, District and college leadership and others as required.
7. Presentation of the final draft to the project committee for review.
8. Presentation of final strategic plan to the District.

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SECTION VIII.

SUBMITTAL FORMAT AND SELECTION CRITERIA

Qualifications: Prospective firm should assemble a planning team that has the following qualifications:

1. Outstanding credentials in working with community college district educational program planning and strategic planning
2. Public involvement, including community outreach and communications expertise.

Highest consideration will be given to consultants with demonstrated understanding and experience in strategic planning and long-range educational planning, analytical methodologies, familiarity with California Community Colleges, and responsiveness to the needs of the District and colleges.

Selection Process: All proposals will be examined for merit and ranked by a screening committee according to quality and responsiveness. The top proposals will be placed on a short list of finalists and may be called for interviews.

Team members giving the presentation shall consist of those who will actually direct, execute, and complete the planning process.

Content and Order of RFP Response: Firm's proposal should be concise and contain the following sections in order as shown. RFP responses submitted in formats other than prescribed below may, at the sole discretion of the District, be rejected. All sections identified below must be included for the RFP response to be considered complete and must be divided into tabbed sections.

Proposal Form	Section Title	Points
A	Letter of Interest and Approach	20
B	Personnel and Staffing Resources	20
C	Related Experience and Methodology	20
D	Fee and Rate Proposal	15
E	General Terms & Conditions	5
F	References	10
	Total	100

LETTER OF INTEREST

The RFP response should be introduced with a Letter of Interest that presents a statement of interest, firm's approach, and philosophy for implementing these services, and a brief description of the consultant/firm including qualifications for providing the requested services.

1. Describe what is unique about the consultant/firm as it relates to this specific project.
2. The consultant will work closely with District and college representatives to ensure accurate, timely, and sufficient information necessary to complete those plans. Accordingly, please respond to the following questions:
 - a. Describe specific techniques to be employed. Outline the anticipated work plan and schedule. Describe how your team will work with the District and college leadership, faculty, and staff to manage and conduct the planning process and keep the project on schedule in order to present the final product at the July 2022 Board of Trustees meeting. The proposal should specifically address how the team would balance the reality of deadlines with the District's commitment to participatory (shared) governance and deliberative processes. Each response should illustrate examples of data they collect and how they use this data appropriately to direct the future growth of a District.
 - b. List the qualitative and quantitative data elements that will be used in developing the Strategic Plans. Specifically, what will be needed in order to create data-driven, visionary, Strategic Plans?
 - c. What strategies will be used to assure appropriate participation from district, college, and community constituencies?

The individual who is authorized to bind consulting services for the development of a District and Colleges' Strategic Plans Proposal (hence, "Proposer") contractually, must sign the cover letter, must indicate the signatory is so authorized, and must indicate the title or position of the signatory. **An unsigned cover letter shall cause the proposal to be rejected**

RELATED EXPERIENCE AND METHODOLOGY

1. Describe how the firm will provide services and fulfill the requirements and expectations of the District.
2. Based on the RFP scope, clearly specify any work that would be considered additional services.
3. Identify any special services typically provided by the firm and how those services are billed.
4. Indicate the firm's proximity to the District and availability to accomplish the consulting service.
5. List projects in chronological order in which team members were involved. Indicate whether project was completed by firm or by a team member when employed by another firm.
6. Submit complete examples of similar Strategic Plans.

SECTION IX.

EXHIBIT A

FEE AND RATE PROPOSAL

The proposed fee schedule shall include fully burdened hourly rates for each title/individual proposed to complete the Scope of Work. It is the proposer's responsibility to understand the complexity of the District as well as the complexity of the proposed work and to submit a not-to-exceed fee accordingly using the form below.

1. The Fee Proposal shall include all costs to complete the scope of work.
2. Please indicate the title of each team member to be assigned to this project, along with the billable hourly rate and estimated total hours required to fulfill their duties. Such rates shall include all labor, materials, overhead and profit (OH&P), and other direct and indirect costs including incidental travel. Actual contract rates and project fees will be subject to negotiation prior to issuance of any agreement.

Team Member Title	Hourly Billable Rate	Total Est. Project Hours	Extended Cost
	\$		\$

3. **Other Costs:** Please indicate below any costs not specified above, and list any applicable reimbursable and their respective unit costs:

4. TOTAL PROPOSAL FEE NOT TO EXCEED: \$ _____
(Including all billable hours, costs and deliverables)

Type or Print Name/Title

Date

Name of Company

Address

City

State

Zip Code

Telephone Number / Fax Number

Email Contact

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EXHIBIT B

Response Submission Check List:

- ☐ RFP Proposal from Contractor
- ☐ Exhibit A – Fee and Rate Proposal
- ☐ Request for Proposal Cover Sheet
- ☐ Letter of Interest
- ☐ Mandatory Forms
 - Vendors Plan for Equal Employment Opportunity to San Diego Community College District
 - Statement of Certification of Compliance with Equal Employment Opportunity Program
 - Minority, Women, and Disabled Veteran-Owned Business Enterprise Certification
 - Non-collusion Affidavit
 - References
 - Statement of Exceptions
 - Subcontractors Designation
 - Subcontractors References
 - Workers' Compensation Certification