

BOARD of EDUCATION Fort Smith Public Schools



ACTION

TITLE: Approve Contract Award for Strategic Planning Facilitation Services

DATE: May 8, 2017

BACKGROUND

Fort Smith Public Schools sought proposals from qualified consulting firms to facilitate the development of its 2018-2023 Strategic Plan. A Request for Proposals (RFP) for Strategic Planning Facilitation Services was posted on the FSPS web site on March 15, 2017.

CONSIDERATIONS:

Three proposals for Strategic Planning Facilitation Services were submitted, each of which was received by the posted deadline of April 19, 2017. The proposals were scored by a committee that included four members and utilized the following criteria outlined in the RFP document:

- Demonstrated understanding and responsiveness to the RFP
- Experience of firm and personnel named in the proposal
- Extensive experience assisting similarly-sized school districts in implementing strategic plans
- Project understanding and approach including an understanding of the District
- Completeness and quality of the proposal
- References

Based on these criteria, the evaluation committee determined that Cambridge Strategic Services, LLC, submitted the proposal that represents the best value for the district. Approval of the attached contract with Cambridge Strategic Services, LLC, is recommended by Administration with a cost of \$33,100 which includes travel expenses and a 10% project contingency of \$3,310 for a total not-to-exceed amount of \$36,410.

RECOMMENDATION:

The Administration recommends that the Board approve the award of the contract agreement for Strategic Planning Facilitation Services.

If the Board agrees, the motion would read:

“Move to approve the award of the contract for Strategic Planning Facilitation Services to Cambridge Strategic Services, LLC, with a not-to-exceed amount of \$36,410.”

DRAFT Letter of Understanding (“LOU”)

The *Fort Smith Public School District* (hereinafter "District") and *Cambridge Strategic Services* (hereinafter "Consultants") agree as follows.

1. Representing the Consultants and leading the services required by this LOU will be Kevin Castner, President of Cambridge Strategic Services.
2. The Consultants will work with the District’s Superintendent to establish an acceptable timeline for each step of the Strategic Planning Process.
3. The fee for Consultant’s services will be \$27,500.
4. Steps 1-10 of the Strategic Planning Process include a Community Summit, 5 site visits with multiple Cambridge staff and the following:
 - Collection of data regarding the District’s distinctive characteristics.
 - Intensive meeting to synthesize the data.
 - Development of a draft strategic plan that includes the following elements:
 - **Beliefs.** A statement that is a formal expression of the District’s and community’s fundamental values: ethical code, overriding convictions, inviolate commitments.
 - **Mission.** A statement that is a clear and concise expression of the District’s identity, purpose, and the means of action.
 - **Strategic Parameters.** Limitations the District places upon itself – i.e., things the District either will never do or will always do. The intent is concentration of effort on the mission and objectives.
 - **Objectives.** The District’s commitment to achieve specific, measurable end results in terms of student success, achievement and/or performance.
 - **Strategies.** The articulation of bold initiatives through which the District will deploy its resources toward the stated mission and objectives.
 - Extensive analyses of:
 - **Internal Factors.** A thorough, unbiased, tripartite examination of the District: strengths, weaknesses, and a critique of the District design.
 - **External Factors.** An examination of those forces which the District has little or no control, such as

social, political, economic, demographic, technological, or educational trends.

- **Competition.** Any other District providing the same service in the marketplace.
- **Critical Issues.** Threats and opportunities redefined strategically.

5. Steps 11- 14 are part of year 2 implementation of the Strategic Plan as follows:

- Steps 11-12: Develop Capacity in Action/Creating a Strategic Organization.
- Step 13: Systemize School Planning/Action/
- Step 14: Create Continuously (1st annual update).

Fees for additional Cambridge support beyond Steps 11-14, if desired, will be negotiated at appropriate time.

6. The Consultants' fee will be billed in three installments, the first after the signing of the Letter of Understanding, the second after the completion the first 3 day Strategic Planning Team process, and the third upon the completion of the second Strategic Plan Team meeting where the Action Team Reports are presented. Expenses will be forwarded to the District as they are occur, not to exceed \$5,600.
7. The Consultants agree to comply with all relevant federal, state, and local legal requirements, as well as applicable District financial policies and procedures.
8. The Consultant acknowledges that the District's its decision to appoint and employ or not to employ Consultant is dependent upon approval by the District's Board.
9. Upon execution of this LOU by the Board, the Consultants shall commence services.
10. This LOU is governed, construed, and administered according to the laws of the State of Arkansas, as from time to time amended, and any applicable federal law. No effect is given to any choice-of-law or conflict-of-law provision or rule (whether of the State of Arkansas or any other jurisdiction) that would cause the application of law of any jurisdiction other than those of the State of Arkansas.
11. A cause of action arising out of this LOU includes any cause of action seeking to enforce any provision of or based on any matter arising out of or in connection with this LOU or the transactions contemplated by it. The parties agree that any suit, action, or proceeding—whether in contract, tort, or otherwise—arising out of this LOU must be brought in a state or federal court or courts located in Sebastian County, Arkansas or the Western District of Arkansas, Fort Smith Division. Any cause of action arising out of this LOU is deemed to have arisen from a transaction of business in the State of Arkansas. Each party irrevocably consents to the jurisdiction of these courts (and their respective appellate courts) in any cause of action arising out of this LOU. To the fullest extent permitted by law, each party

irrevocably waives any objection that it may have now or later to the venue of any action arising out of this LOU in any of these courts, including an inconvenient forum petition.

This Letter of Understanding constitutes the entire agreement between the parties with respect to its subject matter and supersedes all prior agreements, negotiations, representations, or communications relating the subject matter.

Approved: _____
(Date)

Fort Smith Public School District

Cambridge Strategic Services

Dr. Doug Brubaker, Superintendent

Kevin Castner, Cambridge President

Strategic Planning RFP Tabulation
May 2017

Firm (in alphabetical order)	Committee Member Scores (50 points possible)				Total of Committee Member Scores Criteria 1-5 (200 pts. Possible)	References 10 pts. X 4 = (40 points possible)	Total Score (Total + References)	Average (Total Score/4)
	1	2	3	4				
Cambridge	46.00	42.00	47.00	47.00	182.00	40.00	222.00	55.50
Engage2Learn	41.00	44.00	42.00	43.00	170.00	40.00	210.00	52.50
K. L. Scott and Associates	34.00	43.00	46.00	43.00	166.00	40.00	206.00	51.50