



To: Coppell ISD Board of Trustees
From: Josette Dobbins, Director of Purchasing
Date: Monday, May 22, 2023

cc: Dr. Brad Hunt, Ms. Angela Brown, and Mrs. Diana Sircar

Re: Recommendation to Award RFQ #300-23 for Organizational Strategic Plan Development and Related Communication Plan Strategy

The district determined a need to solicit qualified firms to provide Organizational Strategic Plan Development and Related Communication Plan Strategy services. As a result, the district issued a request for qualifications (RFQ) 300-23 on April 27, 2023, for the utilization of retaining a pool of experienced and knowledgeable firms to perform efficient and cost-effective professional services.

Coppell ISD is seeking to build upon its current Mission and Core Values to facilitate the creation of a five (5) -year Strategic Plan, engaging a broad group of internal and external stakeholders, to develop a vision, strategic objectives, and action steps to achieve the desired future that are aligned with the district's Mission and provides a system of accountability. In combination or apart from the creation of a Strategic Plan, the Communication's department will assist in the initial development and continual communications strategy regarding the Strategic Plan both internally and externally.

Ten firms responded and after evaluations, staff recommends the top eight (8) ranked suppliers. Recommended suppliers are as follows:

- Corgan Associates, Inc.
- Edusolve, LLC
- Engage! Learning, Inc. dba engage2Learn
- Insight Education Group
- One-Fourth Consulting, LLC dba JG Consulting
- N2 Learning, LC
- Rhodes Branding, LLC
- The Hall Agency, Inc.

A copy of the bid tally is attached.

FISCAL IMPACT:

Not available at this time.

RECOMMENDATION:

That the Coppell ISD Board of Trustees approve the award of the responding vendors for use on an as needed basis, as long as the vendors continue to meet the district's needs.

Attachment: Bid Tally

COPPELL INDEPENDENT SCHOOL DISTRICT

COPPELL, TX

RFQ #300-23 for Organizational Strategic Plan Development and Related Communication Plan Strategy

Bid Closing: May 15, 2023 at 2:00 p.m. CST

TALLIED EVALUATIONS

EVALUATORS	SUPPLIERS									
	Corgan Associates Inc	Edge Leadership Solutions	Edusolve LLC	engage2Learn (Engage! Learning Inc)	Harrah LLC	Insight Education Group	JG Consulting (One-Fourth Consulting LLC)	N2 Learning LC	Rhodes Branding LLC	The Hall Agency Inc
A	82	39	82	85	5	77	84	89	57	82
B	100	65	73	87	30	77	73	90	84	100
C	100	70	70	100	30	75	75	100	75	100
D	95	50	50	95	50	50	50	95	50	95
E	98	55	65	96	85	78	85	100	62	80
TOTAL	475	279	340	463	200	357	367	474	328	457
AVERAGE RANKING	95	56	68	93	40	71	73	95	66	91