

OSHKOSH AREA SCHOOL DISTRICT

REQUEST FOR PROPOSAL VISIONING CONSULTANT

DESCRIPTION OF PURPOSE OF CONSULTANT AND SCOPE OF PROJECT

The Oshkosh Area School District is a sub-urban school district of approximately 10,000 students located in Northeast Wisconsin. The Oshkosh Area School District faces significant challenges, both fiscally and in community support. The ultimate goal of the visioning process is to gain an understanding of the community values so that the Board of Education can make informed decisions in the development of its long-range plan which will include curriculum, facilities and how to handle revenues and expenses of the district. The facilitator of this process must understand the unique challenges facing the community and the district. A facilitator is being sought to bring expertise in the effective and efficient planning execution of a visioning process, and consultation with the district in how best to use this information to inform long-term planning.

To be considered, submit 12 copies of the proposal to (*Eileen Connolly-Keesler, Oshkosh Area Community Foundation*) at (*230 Ohio Street - Suite 100 Oshkosh, WI 54902*), no later than 12:00 noon on December 15, 2011. Proposals will be considered by December 22, 2011 and final decisions will be made on the hiring of the facilitator no later than January 10th. The Steering Committee make(s) the final decisions on proposals, and reserves the right to reject any and all proposals without prejudice. Submission of a proposal indicates acceptance of the scope of work contained in this request.

PARTNERS

- Oshkosh Area Community Foundation
- Oshkosh Area School District
- Oshkosh Chamber of Commerce
- Oshkosh Northwestern
- Propel
- Affinity Health System
- Oshkosh Convention and Visitor's Bureau
- Lutheran Homes of Oshkosh
- City of Oshkosh
- University of Wisconsin Oshkosh

SCOPE OF WORK

- Examine significant data to become knowledgeable on the history of past OASD strategic planning efforts, planning future actions with consideration for those of the past.
- Provide input and direction on the formation and scope of work of the community design team
- In collaboration with the design team, create and execute data gathering to establish community values
- With district personnel and the design team, develop appropriate messaging to communicate the district's current state and needs
- Collaborate with the design team to create an effective formal communication plan
- With district personnel, coordinate the establishment of strategic planning task forces, using the community values to guide their scope of work
- Maintain timely communications and reports with the Community Visioning Design team, the Board of Education, and the District Executive Team

The estimated timeline for the entire project shall not extend beyond May 2012, with the estimated range for data gathering between January and April 2012. The budget for project shall not exceed \$80,000.00

CONTACT INFORMATION

1. Name of firm
2. Consultant name
3. Name and location of primary contact person
4. Address
5. Email
6. Phone
7. Summary of firm
 - a. Location of firm
 - b. Professional and support staff
 - c. Ownership structure
 - d. Year of establishment
 - e. Revenue generated from consultation
 - f. Functional departments
 - g. Research and database systems

CONSULTATION AND FACILITATION

1. Describe your preferred consultation method and philosophy.
2. Describe your depth of knowledge (or your plan to acquire said knowledge) of the Oshkosh Area School District, the educational system in the State of Wisconsin, and the Oshkosh Community.

STEERING COMMITTEE

1. Describe the process you recommend for the formation of a steering committee.
2. Define the steering committee's scope of work.
3. Describe the relationship between the facilitator, the school district, and the steering committee.

SURVEY

1. Describe the intended methodology for gathering data and input on the community values.
 - a. Development of the tool
 - b. Administration of the tool
 - c. Use of community resources
 - d. Timeline
 - e. Intended use of the data gathered

COMMUNICATIONS

1. Describe your formal communication strategy with
 - a. The Steering Committee
 - b. The Board of Education
 - c. The Oshkosh community (prior to values determination)
 - d. The Oshkosh community (after values determination)
 - e. The District Executive Team

STRATEGIC PLANNING

1. Describe how you envision the relationship between visioning and strategic planning.
2. Describe what you believe is the appropriate role for the visioning facilitator in the strategic planning process.

TIMING AND LOCATION OF WORK

1. Describe the anticipated length of the process.
 - a. Calendar
2. Describe the onsite (in the Oshkosh community) work for which you anticipate being present.

PROPOSAL DETAILS

1. Total costs associated with the project
2. Detailed plan outlining the process and time table
3. Anticipated number of hours spent on project
4. Minimum of three references for like services including contact information
5. Minimum of two sample studies (and finished products)for like districts or communities

SUBMISSION DIRECTIONS AND BID PROCESS

Submit 12 copies of proposal to Eileen Connolly-Keesler no later than noon on December 15th, 2011. Proposals will be considered by the Dec 22nd and final decisions will be made on the hiring of the facilitator no later than January 10th. The Steering Committee make(s) the final decisions on proposals, and reserves the right to reject any and all proposals without prejudice. Submission of a proposal indicates acceptance of the scope of work contained in this request.