

**Traverse City Area Public Schools
Strategic Planning Services
Request for Proposals (RFP)**

Summary

Traverse City Area Public Schools (TCAPS) seeks a consultant to support the Board of Education, staff, and key stakeholders in a strategic planning process to create a three to five-year strategic plan that guides the academic and operational direction of the organization. The consultant will work with the Board of Education, executive administration, and a Strategic Planning Committee to craft and implement the strategic planning process. The consultant should be comfortable with and have experience in the strategic planning process. The target is to have the strategic plan finalized by the end of 2021.

Goals of Strategic Planning

TCAPS seeks a strategic plan that serves as a foundation for the next three to five years. It will answer key organizational questions related to academics and operations; create a prioritized list of 4-5 goals and strategies; work with executive administration to identify key staff to lead specific objectives, and potentially update the mission, vision, and values of the school district.

Scope of Consultant Work

TCAPS seeks a consultant who will work with a Strategic Planning Committee to craft and implement the strategic planning process. The Consultant will lead the organization in information gathering, self-assessment, consensus on plan objectives, and focusing on academic and operational priorities. The end product will be an achievable, consensus-driven three to five-year strategic plan that could be easily summarized on one page. The consultant should be comfortable with and have experience in including youth and diverse stakeholders in the strategic planning process. The consultant will also gather input from the greater community and staff.

Project budget

The anticipated budget is \$5,000 - \$15,000.

Proposal Process and How to Submit

Complete proposals should be submitted to Stacey Hozak via email at hozakst@tcaps.net by June 12, 2021 at 4 p.m.. Proposals will be reviewed the following three weeks, and proposers may be invited to participate in a brief interview with the Board of Education. The proposal submission must include: Cover letter, resume, and relevant work samples; proposed approach to the planning process, general proposed steps and timeline, deliverables, a detailed budget, a description of previous work involving school districts in planning processes; and 3 school district references.