

*Oak Park and River Forest High School
District 200
201 North Scoville Avenue • Oak Park, IL 60302-2296*

Date: April 12, 2012
To: Board of Education
From: Superintendent
Subj: SPC Consulting

ACTION

Background

At the March 8, 2012 meeting, three strategic planning firms were selected by the Board of Education to make a presentation.

The third firm to present will be the SPC Consulting.

Information Only.

Agenda Item No. V. D.



**Response to Request for
Strategic Planning Consultant
Oak Park and River Forest High
School District 200
February 22, 2011**





February 22, 2011

Tim Keeley, Purchasing Coordinator
Oak Park and River Forest High School District 200
201 North Scoville Avenue
Room 270A
Oak Park, IL 60302

Dear Mr. Keeley,

This binder contains the proposal of SPC Educational Solutions (SPC) to provide Strategic Planning Consulting for Oak Park and River Forest High School District 200.

Our proposal meets the submittal requirements and additionally incorporates these components which have allowed SPC to be successful in providing services to school districts around the country. These components are described in more detail in the appropriate places within this proposal.

We welcome this RFP to provide Strategic Planning Consulting within the Oak Park and River Forest High School District. We look forward to working together to create such a partnership. Your contact for contractual negotiations, administration and for arranging an oral presentation is:

Sunny P. Chico
President
SPC Educational Solutions, LLC
Office: (312)306-9996
E-Mail: sunny@spcconsultingllc.com

Thank you for your time and consideration, and please do not hesitate to contact me if I may provide additional information.

Sincerely,

Sunny P. Chico
President

Firm Information



SPC Educational Solutions, LLC
737 N. Michigan Avenue, Suite 1925
Chicago, Illinois 60611
www.spcconsultingllc.com

Founded in 2003, SPC Educational Solutions provides consulting services to school systems as well as providers of educational services in four general areas: Planning and Development; School Support; Community Building and Governmental Relations. SPC is experienced in working with public, private, parochial and alternative schools and districts, with a staff drawn from the highest levels of federal, state, and local education agencies, with many years of experience in education. The firm has provided services to schools and districts in Chicago, Illinois and nationally. In its overall commitment to helping children and their parents work successfully in the education system, SPC has worked with a broad spectrum of clients: Chicago Public Schools, Catholic Schools of Chicago Archdiocese, Aurora East High School, Rasmussen College, and many private and non-profit companies. A sample of its activities:

- Expert consultation to school systems and providers of educational services in a variety of areas, including diversity, reform, administrative innovation efficiency, staff development and training, tutoring and compliance with federal, state and local education law.
- Assistance in the formation and operation of charter schools as well as parochial and other private schools.
- Consulting services in fundraising and institutional development for a variety of educational, civic, not-for-profit and for-profit entities.
- Publication of education-related materials, including a three-book series for parents entitled *YOU: Your Child's First Teacher*.
- Presentation of professional workshops for educators, parents, and education-focused organizations.

Key Personnel



The following individuals from SPC will work directly on the OPRF High School project.

Sunny Chico - President, SPC Educational Solutions

Sunny Chico has broad experience in both education and management. For the last nine years, she has been president of SPC Educational Solutions, with its three divisions: SPC Consulting, Herminia (a publisher) and PCO, a not-for-profit that provides selected young girls with support and mentoring through middle and high school and into college. Prior to this, she was the Region V Director for the US Department of Education, serving the states of Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin. She also served as the Assistant to the Lieutenant Governor for Education where she led the state's School-to-Work effort. Before entering public service, she was Executive Director of Institutional Advancement for Wabauunsee Community College focusing on maximizing enrollment, fundraising and managing the college's foundation. She began her education career as a teacher of special education and bilingual education, before becoming an elementary school principal in East Aurora District 131.

Sunny holds a Bachelor of Arts in Special Education from Northeastern Illinois University, Chicago and a Masters of Education from DePaul University, Chicago.

Craig Solomon-Vice President, SPC Educational Solutions

Craig holds Bachelor Degrees in both Elementary Education and Psychology from National-Louis University. After graduating, Craig worked in public and parochial educational settings in the Chicagoland area before becoming director of a non-profit childcare organization in Glenview, Illinois. In 2001, he became a Special Assistant to the Chicago Board of Education, a senior level position serving the board's trustees.

With over 20 years of experience, Craig has developed a broad understanding of the field of education. He is particularly skilled in managing and coordinating educational projects with an expertise in guiding programs to successful implementation in large organizations. Highly organized and efficient, Craig also has an uncanny ability to foster positive and productive relationships among project team participants.

Bruce Marchiafava – Senior Consultant

Dr. Marchiafava has a long and varied career in education. A graduate of the University of Minnesota (B.A., M.A.) and Northwestern (Ph.D.), he was a professor at Loyola University of Chicago, Ohio State University and Dalhousie University, Canada. He has also taught at National-Louis University as an adjunct professor of Educational Leadership.

For three decades, he was an administrator with the Chicago Public Schools, where he was involved in strategic planning, school finance, program and school evaluation, curriculum development, school

design and development, communications and marketing, and various aspects of school operations. Over the years, he has played a key role in strategic planning at the Chicago Public Schools: lead author of several desegregation plans approved by the court and implemented in the school district; author of a five-year plan for Superintendent Ruth Love; author of a strategic plan for Superintendent R.G. Johnson; main writer of the public schools' Education Reform Plan. He served as a director in the Office of Strategic Planning and as acting superintendent of the Department of Research, Evaluation and Planning.

He lived in Oak Park for 29 years; his two children attended Oak Park and River Forest High School. He also led an initiative to create a five-year strategic plan for Ascension Elementary School.

Eva Nikolich

Eva Nikolich holds both Bachelor and Master of Art degrees from Loyola University. Eva is an experienced educator in the Chicago Public Schools, beginning in the classroom and serving as a principal in both elementary and high schools, before becoming a district superintendent, responsible for the performance of 94 schools ranging from pre-school through high school. Her final assignment with CPS was as Deputy Chief Education Officer for the Chicago Public Schools. She was responsible for four citywide departments (Government Funded Programs, Academic Enhancement, Sports, and Parent Resource Center) and their performance. She also served as liaison between the Chicago Principals and Administrators Association and the Chief Executive Officer and Chief Education Officer.

Eva is a lifelong resident of Oak Park.

Qualifications



SPC Educational Solutions offers experience-based solutions to education and education-related problems. Our goal is to advance the efforts of all educators in offering every child – regardless of heritage, language or family income – an education that will prepare that child for the challenges and opportunities of the 21st century. Services provided include the following:

Planning and Development

- Charter School Development
- New School Education Programmer
- School Design & Restructuring
- Strategic Planning
- Systems Design and Implementation
- Project Management
- Product/Service Development & Placement

Community Building

- Parent/School Relationships
- Communications Strategies
- Marketing/Public Relations

School Support

- Academic Program Design and Evaluation
- Bilingual Education Services
- Enrollment Strategies
- Institutional Development
- Leaderships Development
- Professional Development & Training
- Special Education Services
- Tutoring Programs

Government Relations

- Governmental Advocacy
- Program Compliance

References



- 1) **Sr. Mary Paul McCaughey**
Superintendent
Archdiocese of Chicago Catholic Schools
(312)534-5200

- 2) **Jerome Roberts, Ed.D.**
Superintendent
East Aurora School District 131
(630) 299-5550

- 3) **Dr. Darlene J. Ruscitti**
Regional Superintendent of Education
DuPage County
(630) 407-5800

- 4) **Juan Salgado**
Executive Director
Instituto Del Progreso Latino
(773) 890-0055

- 5) **Dr. Karen Carlson**
Assistant Professor
Dominican University
(708) 524-6921

Past Work



Instituto Del Progreso Latino

- Currently assisting the Client leverage partnerships instrumental to the success of its educational endeavors
- Currently assisting in the strategic planning for the Client's charter school expansion
- Currently assisting in implementing an awareness campaign targeting a broad list of key stakeholders

Scholastic Education

Currently, SPC Consulting serves as the MBE designate on the reading intervention project servicing Chicago Public School students. Under the direction of Scholastic Education, SPC field consultants support CPS teachers in schools throughout the city of Chicago, providing ongoing training, coaching and classroom monitoring for the Scholastic Read 180 program

- Coaching
- Training
- Data Collection and Reporting

YOU: Your Child's First Teacher

- Coaching
- Assessment
- Data Collection and Reporting

Parent Workshops/Chicago Public Schools (CPS)

Under the direction of CPS, SPC has provided parent involvement workshops throughout various cluster (areas).

Cicero/Parent Workshops

Under the direction of CICD 99, SPC has provided parent involvement workshops to over 100 Cicero parents

Cicero/Train-the-Trainer

Under the direction of CICD 99, SPC has provided parent involvement workshops to 45 Cicero parent liaisons

Miami Dade County School District

Under the direction of MDCPS, SPC has provided parent involvement workshops to over 400 Miami Dade Community Involvement Specialists

Proposal



SPC Educational Solutions proposes to provide the consultant services needed by Oak Park and River Forest High School to develop an organizational strategic plan. Specifically, SPC Consulting will provide the following services:

- Professional advice – SPC is knowledgeable and experienced in education and in strategic planning. We are able to provide information and advice to expedite the process, improve the decision-making, and guide the planners.
- Facilitating – SPC will facilitate all meetings and related events, to see that they are conducted in a professional manner and that participants have the requisite information, materials and supplies needed. SPC will also arrange for any needed technical, clerical or other support services that the school is unable to provide.
- Managing – SPC will provide overall management – under the direction of the Superintendent – of this process to resolve difficulties and ensure a high-quality result, within the time frame of the project.

APPROACH AND METHODOLOGY

The following outline summarizes the process to be followed in developing a strategic plan for OPRF High School. It is designed to be effective, efficient and open, with the opportunity for inspiration and creativity. At the same time, it will ensure the creation of a strong plan that will address the district's greatest challenges and opportunities, with support from all parts of the school community.

I Planning to Plan

- A. Meet with school/district leadership
 - 1. Articulate the rationale for a strategic plan – why a strategic plan is needed; what it is expected to accomplish
 - 2. Establish the scope of the plan – one-year, three-year, five-year?
 - 3. Define which groups will participate in planning and to what extent
 - 4. Set up a process for adoption of the plan
- B. Organize Planning Group
 - 1. Select planning team members
 - 2. Define roles – leadership, record-keeping, etc.
 - 3. Set up subcommittees
 - 4. Establish decision-making process
 - 5. Explain the process
 - 6. Review and revise schedule

II Creating the Plan

- A. Assess the Situation (“Where are we now?”)
 - 1. Collect and analyze available hard data (e.g., state report card, test data, any internal data kept by the school/district)
 - 2. Create and distribute surveys to key stakeholders: students; teachers; other staff; parents; non-parent residents; business leaders; community leaders. Tabulate and analyze data
 - 3. Develop a SWOT (strengths, weaknesses, opportunities, threats) analysis of the data
- B. Strategic Direction (“Where do we want to be?”)
 - 1. Develop a Vision statement that describes what the school should look like at the end of the strategic plan period.
 - 2. Pinpoint key issues to be addressed by the plan
 - 3. Set goal for each issue
- C. Implementation Planning (“How will we get there?”)
 - 1. Establish annual measurable objectives to reach each goal
 - 2. Specify actions to be performed to meet objectives
 - 3. Assign responsibility for each objective
- D. Implementation Monitoring (“How will we know if we’re getting there?”)
 - 1. Set up a monitoring committee to track progress
 - 2. Obtain quarterly progress data for each objective; prepare a quarterly report
 - 3. Determine adjustments needed to maintain adequate progress

III. Review and Adoption of Plan

- A. Completed Draft reviewed by key staff (administrative team, department heads, others); input to be analyzed and used for revisions
- B. Completed and revised draft posted for teacher and student input; also consider sending to feeder elementary and middle schools
- C. After further revisions, draft posted for parents, residents, others
- D. Draft to be sent to key community leaders
- E. Public hearings on draft (recommend three: north and south Oak Park, River Forest)
- F. Final Revisions
- G. Submission to Board for Approval

SCHEDULE

The following schedule for accomplishing the tasks designated above assumes awarding a contract on May 10, 2012. Specific dates are approximate only; they will need to be adjusted to the needs of specific personnel. It is also noted that the developmental work will be done during the summer, when school personnel are often not available.

1	5/11/12	Planning to Plan	Meet with superintendent and others to address questions in sections I. A and I. B. This may necessitate a second meeting
2	5/19/12	First meeting of Planning Group	This would be a half-day retreat, preferably away from the school. Participants will be introduced to the strategic plan initiative (why, how, importance, process). They will have the chance to discuss the current situation. Hard data will be distributed and explained. Preliminary survey results from stakeholder groups will be shared. ¹ Planners will begin discussing the present status of the school. Subcommittees and responsibilities will be assigned.
3	6/1/12	Meeting of Planning Group	The purpose of this meeting will be to finalize the situation assessment, and review the SWOT analysis (to be prepared by the consultant).
4	6/15/12	Meeting of Planning Group	Addresses section II. B. Strategic Direction. The group will formulate a vision statement, identify key issues to be addressed in the plan, and set goals for resolving each issue. Subcommittees will be set up to draft objectives and action plans for each goal.
5	6/29/12	Meeting of Planning Group	Objectives and action plans from subcommittees are reviewed, revised and adopted. (Section II. C) Draft plan adopted by planning group.
6	7/2/12	Draft distribution to school staff ²	Teachers and other staff are asked to review and comment on the plan. Comments due by 7/13.
7	7/9/12	Draft distribution to other stakeholders	A sample of students, parents, residents, others are asked to review and comment on the plan. Comments due by 7/20.
8	7/23-27/12	Public hearings	Public hearings, chaired by planning committee personnel, to be held in three locations.
9	8/3/12	Final Draft to Superintendent	Final draft submitted to superintendent and top administrators for review and – it is hoped – approval.
10	8/?/12	Committee of the Whole	Board meets in committee of the whole to discuss draft.

11	9/?/12	Board Approval	Board of Education adopts the strategic plan.
12	10/?/12	Transition	Period of transition prior to implementation

This schedule is reasonable, though aggressive. Generally, it is better in strategic planning to keep the timeframe short, to avoid loss of interest and momentum. Even with some slippage of this schedule, a plan would be ready for implementation early in 2012-2013 year.

¹ This depends on the consultant being able to prepare survey instruments, distribute them and receive responses. It is likely that this process will take more time, and the information will have to be provided later. These surveys should be conducted via the internet.

¹ The actions in 6,7 and 8 are vitally important, to ensure ultimate support from the various stakeholder groups.

Stakeholder Involvement



The ultimate success of any strategic plan depends upon the support of those who are affected by it, either directly or indirectly. Without their support, the plan will die a lonely death on someone's bookshelf. In any case, collegiality and public participation in decision-making are long traditions at Oak Park and River Forest High School.

The important stakeholders in developing a strategic plan are: 1) students; 2) teachers and other staff; 3) parents and guardians; 3) non-parent residents/taxpayers; business leaders; and community and political leaders. A group sometimes overlooked is the elementary and middle schools that feed into OPRF, but they have a particular interest in making certain their students are fully prepared for going on to the high school.

These stakeholders will be included in this process in four ways:

1. They will be surveyed at the beginning on their perceptions of the school's strengths, weaknesses, opportunities and challenges. This information will be given to the planning group as a guide in their work.
2. Some of these groups will be represented in the planning group. This is doubly valuable: it gives students, teachers, etc. a pipeline to and from the planning process; it brings into the process different perspectives.
3. The draft plan will be distributed electronically to stakeholders from the several groups, and input will be used in revising the draft.
4. Before submission to the Board of Education, three public hearings will be held to allow every interest person a chance to be heard.

Beyond this, stakeholders can be provided with ongoing progress reports on the plan's implementation, and can be invited to provide further comments based on their experiences with the plan.

Concurrent Projects



Sunny Chico

Sunny Chico will lend her expertise throughout the various stages of the project. She will serve to set the tone and overall approach for the SPC team.

Craig Solomon

Craig will oversee the overall management of the project.

Bruce Marchiafava

Bruce Marchiafava will serve as lead consultant on this project. He will not be assigned to any other projects during the duration of this contract.

Eva Nickolich

Eva Nickolich will serve as consultant on this project. She will not be assigned to any other projects during the duration of this contract.

Cost Proposal



If found best suited to collaborate with the Board of Education and Administration of Oak Park and River Forest High School District in the development of a formal strategic plan, SPC offers the following Cost Proposal totaling, \$90,000.

May 2012	\$15,000 Monthly Retainer
June 2012	\$15,000 Monthly Retainer
July 2012	\$17,500 Monthly Retainer
August 2012	\$15,000 Monthly Retainer
September 2012	\$15,000 Monthly Retainer
October 2012	\$12.500 Monthly Retainer
TOTAL	\$90,000



SPC Consulting, LLC
737 N. Michigan Ave., Suite 1925
Chicago, IL 60611
(312) 306-9996
www.spcconsultingllc.com

**SECTION VI
NON-COLLUSION AFFIDAVIT**

Oak Park and River Forest High School
District 200
201 North Scoville Avenue
Oak Park, IL 60302

STATE OF ILLINOIS

SS:

Cook COUNTY

The undersigned bidder or agent, being duly sworn, on oath says that s(he) has not, nor has any other member, representative, or agent of the firm, company, corporation or partnership represented by him/her, entered into any combination, collusion or agreement with any person relative to the price to be bid by anyone at such letting, nor to prevent any person from bidding nor to induce anyone to refrain from bidding, and that this bid is made without reference to any other bid and without any agreement, understanding or combination with any other person in reference to such bidding.

S(he) further states that no person or persons, firms, or corporation has, have or will receive directly or indirectly, any rebate, fee, gift, commission or thing of value resulting from such sale.

ONELIA J. BERG, SMTA
Bidder of Agent

For SPC CONSULTING
Firm or Corporation

Subscribed and sworn to before me on this 22 day of FEBRUARY, 2012

My commission expires:

6.22.2014

Signature:

Yanira Ocasio

Notary Public



CERTIFICATION

The Bidder hereby certifies that the bidder is not barred from bidding on this contract as a result of a violation of either the bid-rigging or bid-rotating provisions of Article 33E of the Criminal Code of 1961, as amended.

[Signature]
Signature

**SECTION VII
PROJECT QUALIFICATION FORM**

Per The Oak Park and River Forest High School Board of Education, a responsible bidder is defined by meeting the following criteria and is able to submit evidence of such compliance. By signing this required form, the undersigned agrees that said bidder is responsible as defined below.

PREVAILING WAGE

The contractor shall comply with the present Prevailing Wage Act (820 ILCS 130) which provides that no less than the prevailing rate of wages, as founded by the Department of Labor, shall be paid to all laborers, workmen and mechanics performing work on this contract. The most current list of prevailing wages can be obtained without charge by writing the Conciliation Mediation Service, Illinois Department of Labor, 705 Stratton Office Building, Springfield, Illinois 62706.

SEXUAL HARRASSMENT

Each Bidder certifies that he has complied with the requirement of 2-105 of the Illinois Human Rights Act (775ILCS5/2-105)-1257) with respect to sexual harassment policies. The terms of that law, as applicable, are hereby incorporated into this contract.

DRUG FREE WORKPLACE

The bidder or contractor, having 25 employees or more, does hereby certify pursuant to Section 3 of the Illinois Drug-Free Workplace Act (30ILCS580/3) that he shall provide a drug-free workplace for all employees engaged in the performance of work under the contract by complying with the requirements of the Illinois Drug-Free Workplace Act and, further certifies that he is not ineligible for award of this contract by reason of debarment for a violation of the Illinois Drug-Free Workplace Act.

NON-DISCRIMINATION AFFIRMATION


Vendors must assure that all persons employed by the vendor, and all applicants for such employment, will not be discriminated against because of their race, religion, nationality, gender, disability, physical characteristics or sexual orientation. Vendor must also comply with all rules and regulations of the Illinois Department of Human Rights, Illinois Human Rights Commission and the Equal Employment Opportunity Commission.

STRUCTURAL WORK ACT

Vendor shall comply with all pertinent provisions of the Structural Work Act, (Ill.Rev.Stat., ch. 48, pars. 60-69).

CONFLICT OF INTEREST

By signing below, vendor certifies that they are in accordance with the School Code, and the Public Officer Prohibited Practice Act, 50 ILCS 105/0.01 et seq., no Board of Education member or District employee shall be directly or indirectly involved or own an interest in any contract, work, or business of the District, or in the sale of any article by or to the District.

Signed:  Name (printed): ONELIA J. BERGSMA
Title: SVP OPERATIONS Company Name: SPC CONSULTING
Address: 737 N. MICHIGAN AVE | SUITE 1925
Telephone Number: 312.306.9996 Date: 02.22.2012