



REQUEST FOR PROPOSAL: K–8 LANGUAGE COMPREHENSION AND WRITING CURRICULUM COMPARISON

Proposal Deadline: July 12, 2023

Proposal Contact: Leeann Booher | Senior Manager, K–8 Strategic Projects | lbooher@kipp.org

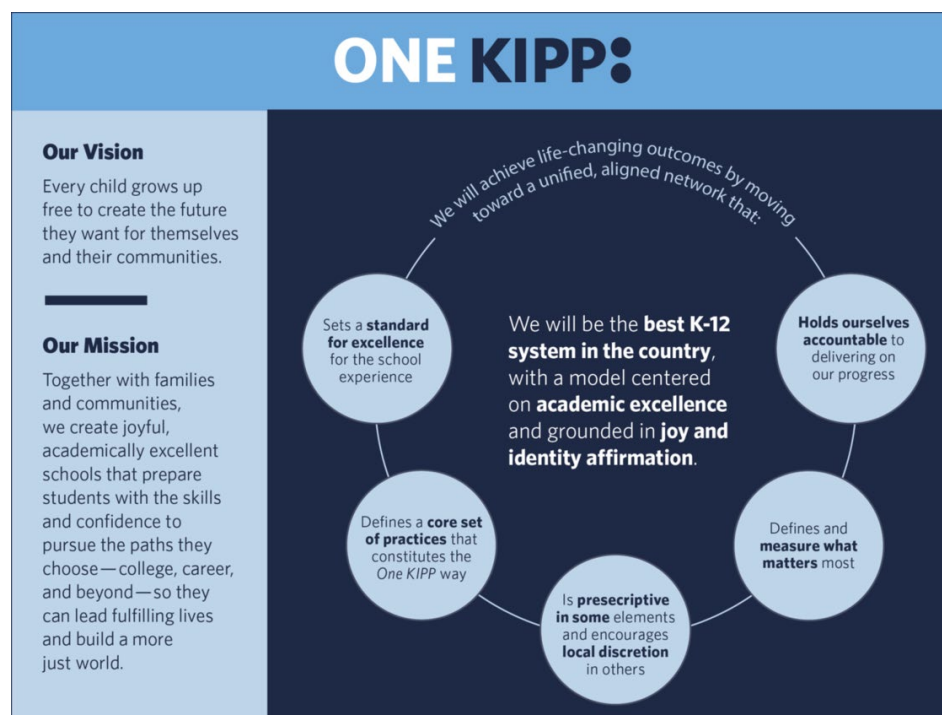
INTRODUCTION AND CONTEXT

Great education transforms lives. KIPP, the Knowledge is Power Program, is a non-profit network of 242 college-preparatory public charter schools educating nearly 100,000 early childhood, elementary, middle, and high school students. KIPP schools are tuition-free, public charter schools open to all students. KIPP schools, KIPP regions, and the KIPP Foundation are united by a common mission, that together with families and communities, we create joyful, academically excellent schools that prepare students with the skills and confidence to pursue the paths they choose—college, career, and beyond—so they can lead fulfilling lives and build a more just world.

The non-profit KIPP Foundation supports and develops outstanding educators to lead KIPP schools, provides tools, resources, and training for excellent teaching and learning, promotes innovation, and facilitates the exchange of insights and ideas within the KIPP network and with partners, including other charters, districts, colleges and universities, and non-profit organizations across the country.

KIPP regions have autonomy in building and executing their academic strategies. This includes freedom to choose their curricula. As KIPP moves to becoming a more unified and aligned national network of schools, the KIPP Foundation is seeking vendors, or vendors in partnership, to help us assess and compare the current options of K–8 language comprehension and writing curricula.

This work is part of our K–8 Literacy design initiative, a key component of our One KIPP initiative. One KIPP aims to strengthen student outcomes across the KIPP network through unified instructional practices and support systems.



Our K–8 Literacy design initiative is one of three prioritized initiatives which will use SY23-24 as a design year before launching in SY24-25. The K-8 Literacy initiative covers the following three domains:



While we plan this project will focus on Language Comprehension and Writing curriculum for K–8, we cannot exclude the interconnectedness of word recognition and language comprehension in building reading comprehension, which is a goal for all KIPPsters. Therefore, a qualified vendor will be poised to thoughtfully integrate considerations for 3–8 needs related to Word Recognition.

SCOPE OF WORK

In order to impact student outcomes in literacy, we believe we need to implement, network-wide, shared practices and systems. One of the key academic systems driving student success is the use of high-quality instructional materials (HQIM). In order to identify the most competitive instructional materials for our students, this project will compare the curricula currently in use in our schools along with other potentially competitive options on the market.

We seek the support of a vendor, or vendors working in partnership, in completing a comprehensive review of these curricula against an agreed upon rubric to assess which products are best poised to be adopted at scale across KIPP and what the strengths and drawbacks of adopting those curricula may be.

The scope of work and expected deliverables for each workstream are described below. Vendors should highlight how they will leverage equitable practices to ensure the review provides a comprehensive, balanced assessment and generates information that best suits the needs of KIPP students and the broader KIPP community.

The contract and scope of work deliverables will span from July/August 2023 and need to be completed by September 30, 2023.

Workstream 1: Generate rubric and finalize project plan

Workstreams 1 and 2 can be completed in tandem at the projects commencement, as in order to design an effective rubric, we recognize it may be valuable to capture all of the curricula included in this review (workstream 2).

Currently no curriculum review rubric or system (e.g., EdReports) captures the breadth and depth of KIPP’s vision for HQIM in K-8 Literacy. Therefore, this workstream asks the vendor(s) to capture from KIPP the details we would like to see in a rubric and bring those to life in a usable tool. For example, we are keen to assess the quality of knowledge building a curriculum offers. While the vendor may be able to leverage existing tools and frameworks that assess this, this assay would only be one dimension of the rubric. The rubric must be based in research and equitable evaluation practices.

Similarly, we are open to different approaches to the final deliverable (detailed in workstream 3) and therefore are open to different rubric approaches. We understand implementing any curricula has its strengths and drawbacks. We a rubric that illustrates for us what those strengths and drawbacks would be, specifically as applied in the context of our One KIPP work.

The project plan should detail all of the critical components of the project along with a timeline of completion. It needs to take into account critical engagement work with network stakeholders and provide a clear roadmap of how the vendors will ensure the project is successfully completed on time.

Key Deliverables

- Research-backed rubric representing KIPP’s perspective on K–8 Literacy HQIM to be used in assessing all curricula. K–8 Literacy Design Team and Core Team ¹ must be key stakeholders in developing and finalizing rubric.
- Workplan for how the curricula will be identified (workstream 2) and for how review will be completed (workstream 3)

Workstream 2: Finalize curricula for review

Workstreams 1 and 2 can be completed in tandem at the project’s commencement, as in order to design an effective rubric, we recognize it may be valuable to capture all of the curricula included in this review (workstream 2).

The goal of workstream 2 is to generate a comprehensive list of all K–8 language comprehension and writing curricula that would be viable for use in KIPP schools in 24-25. Workstream 2 should begin with capturing all available curricula on the market along with locally-generated curricula that regions want to offer for consideration.

From there, the vendor(s) and KIPP can determine the best way to sort and review all options equitably and efficiently.

Key Deliverables

- Comprehensive survey and synthesis of all relevant curricula in use in KIPP schools. Specifically, capturing curricula that regions want included for consideration.
- Comprehensive synthesis of all other competitive curricula in the marketplace (must be in use in SY23-24 and available for KIPP schools to use in SY24-25 and beyond)
- Generated in partnership with KIPP Foundation, a final list of all curricula to be included in the comparison.

Workstream 3: Execution of curriculum review

Workstream 3 includes the process and completion of the curriculum review. KIPP seeks a vendor who can provide a creative and equitable approach to this work ensuring the process accurately captures the strengths and opportunities for each curriculum as it relates to the context of KIPP adoption.

The final deliverable does not need to include recommendations of curriculum/curricula as “top choices.” This product will be delivered to the K–8 Literacy Design team for evaluation and consideration as they move forward the design work. The K–8 Literacy Design team will be responsible for generating any final recommendations regarding curricula options and considerations.

Workstream 3

Key Deliverables

- A detailed report of all curriculum review findings and ratings. Includes: methodology, research, rubric, findings, ratings, and vendor(s) considerations/recommendations.

¹ K–8 Literacy Design Team and Core Team will be explained upon project commencement

VENDOR REQUIREMENTS

The KIPP Foundation is seeking an experienced contractor or team that meets the following specifications:

- Experience in K–8 language comprehension and writing curriculum evaluation.
- Extensive familiarity with the current market of curricula and curricula assessments.
- Proven expertise and experience in equitable design and evaluation.
- Capacity to and experience in communicating with remote stakeholders.
- Demonstrated commitment to furthering racial equity, as evidenced by internal company practices and client recommendation.
- Experience implementing pedagogical practices and K-8 curricula that support equitable outcomes for BIPOC students.
- Dedicated point of contact to work closely with KIPP Foundation’s project manager.
- A diverse (by race and gender) and experienced team. If the vendor applying is an individual contributor, demonstrable experience applying a diverse lens and working across difference.
- Demonstrable understanding of and commitment to the ideals within KIPP’s mission.

RFP PROCESS

Listed below are the scheduled activities related to this RFP.

Activity	Expected Completion Date
Publication of RFP	June 26, 2023
Due date for respondents’ questions	Rolling
Response to questions	Rolling
Proposal due date	July 12, 2023
Finalists notified and invited to final task, if applicable	July 24, 2023
Estimated notification of award	July 31, 2023
Estimated contract start date	August 1, 2023

Responses to questions from respondents will be emailed to respondents. Proposals must be submitted in PDF format only via email to Leeann Booher, Senior Manager, K–8 Strategic Projects, lbooher@kipp.org with a CC to procurement@kipp.org. Please include “Your Company Name-Literacy Curriculum Review” in the email subject line. No responses will be received after 11:59 pm PT on July 12, 2023.

PROPOSAL ELEMENTS

To ensure all proposals are evaluated in an equivalent manner, Respondents must submit a proposal that contains responses to all the sections below. Proposal formatting should also correspond to the sequence and format outlined below. To allow for a blind review, please do not embed a logo or other identifying insignia in submitted materials. The KIPP Foundation will redact identifying information in pertinent proposal materials to allow the selection committee to complete a blind review.

Respondents are welcome to submit joint proposals. Joint proposals can be considered as one, and must collectively meet the needs outlined in this RFP. If selected, KIPP and these vendors can ensure project approach, contracting, etc. work for all parties.

Each proposal should contain the following information:

1. **Vendor Background and Previous Experiences**
2. **Contact Information**
3. **Organizational and Staff Capability**
4. **Scope of Work**
5. **Expertise**
6. **Pricing**

- 7. Client References
- 8. Additional Capabilities (if applicable)

1. Vendor Background and Previous Experiences

To demonstrate the Respondent’s experience with similar organizations and/or with similar work, include:

- Summary description of organization and its primary offerings
- Experiences in K–8 literacy curriculum and instruction (specifically language comprehension and writing curriculum)
- Relevant experiences in K–8 education sector, particularly with charter management organizations similar to KIPP

2. Contact Information

Primary Contact Name	
Primary Contact Title	
Primary Contact Phone Number	
Primary Contact Email Address	

Vendor Legal Name	
Vendor Address	
Vendor Phone Number	
Vendor Website	
Year Founded	
Number of Clients	
Number of Employees	

3. Organizational and Staff Capability

To demonstrate how the Respondent will manage, supervise, and execute the work, include:

- Description of experience and qualifications (i.e., resumes) of all key personnel expected to be staffed on the project. Key personnel are defined as any staff member who will be working on or providing oversight on the project. For all key personnel, describe planned level of effort, anticipated duration of involvement, ethnicity, gender, and tenure with vendor.
- Description of management and reporting relationships. Provide organizational chart and project staffing model.
- Description of how the Respondent will project manage the workstreams to keep the KIPP Foundation project team engaged and updated on work throughout the project.

4. Scope of Work

To demonstrate how the Respondent will effectively perform the services specified in this RFP, include:

- Description of how the Respondent will provide all aspects of each workstream as specified; include plan listing out all major activities and deliverables and description of exemplar practices in equity and racial justice that will be leveraged.
- Explanation of each major activity planned and how the expected output(s) will inform the final work product and deliverable.
- Estimated timeframe (e.g., number of days, number weeks, etc.) estimated for each major activity planned.
- A proposed high-level project plan that includes the current requirements specified in this RFP.

5. Expertise

To demonstrate the Respondent’s expertise in the workstreams specified in this RFP, include:

- Sample work products relevant to the RFP’s scope.
- Examples of how the Respondent’s approach to the RFP scope of work is grounded in exemplar practices in equity and racial justice and backed by research in literacy instruction

6. Pricing

Respondents must provide a detailed proposal and cost breakdown by project workstream, including the number of FTEs staffed, the proposed staffing levels of the team members, and the estimated hours and price breakdown for each major activity. The maximum budget KIPP Foundation has for this proposal is \$250,000.

7. References

List up to three client references to which the Respondent has provided curriculum-related consulting services within the past five (5) years.

Reference Information

Name of Company	
Company Address	
Contact Name	
Contact Title	
Contact Phone Number	
Contact Email Address	
Brief Description of Services Provided	
Dates of Service	

8. Additional Capabilities

If applicable, include a description of any other resources to be provided by the Respondent that would enhance the Respondent's ability to carry out the services (e.g., additional services, deliverable quality assurances, etc.)

EVALUATION CRITERIA AND METHOD

The weighted criteria listed below will be considered in evaluating proposals.

Criteria	Maximum Points
Vendor Capacity and Approach	30
Prior Experience	30
Price	25
Reputation and References	15
Total	100

- **Vendor Capacity and Approach:** Respondent has the staffing and resources necessary to complete the services required and outlines a plan to deliver high-quality work products that meet the full scope of work and leverage exemplar practices in equity and racial justice.
- **Prior Experience:** Respondent provides resumes for key staff and documentation, e.g., work samples, client testimonials, etc. that verifies expertise in successfully implementing similar work with clients like KIPP.
- **Price:** Respondent offers the requested services at a competitive price and all necessary factors that contribute to the price are accounted for.
- **Reputation and References:** Respondent has a demonstrated track record of success in performing the requested services and/or in the industry and provides positive references.

The KIPP Foundation review committee seeks to evaluate each vendor's capacity and approach, prior experience, and price through a blind review, meaning the vendor's name will be redacted from proposal materials relating to these criteria. The vendor reputation and references will be evaluated separately and will include identifying information about the vendor.

APPENDIX

- [About the KIPP Foundation](#)
- [KIPP's Structure](#)
- [List of Regions](#)