
Request for Proposals
College Access and Success Ecosystem Evaluation

Timeline: 9/15/24 RFP Submission Deadline

Scope of Work: October 2024 – June 2025

About the College Access and Success Ecosystem (CASE):

PEF is the backbone organization for a dynamic, citywide [College Access and Success Ecosystem \(CASE\)](#). Launched in fall 2023, CASE seeks to increase high school and college graduation rates amongst Philadelphia public school students by leveraging and aligning the collective power of the region's college access and success provider community. CASE will employ a collective impact approach to building an aims-focused network of local education stakeholders. Together, CASE members will work to improve overall performance across a spectrum of postsecondary access and success measures, including high school completion and postsecondary readiness. Additionally, the Ecosystem will help to better allocate limited resources for this work by reducing duplication of services amongst providers and across Philadelphia public schools and fill in where gaps of service may exist across the network of District schools. In May 2023, the Steering Committee for the Ecosystem was established. Since then and following the introduction of the Ecosystem in fall 2023, 70 members have joined CASE across diverse fields, including government, industry, nonprofits, community members, and higher education leaders to leverage their combined expertise and power of its members to improve upon high school and college completion outcomes for all Philadelphia students. The entire Ecosystem has convened three times for professional development and strategy sessions, and the three Ecosystem Action Teams (On-time High School Graduation, On-Track to College Graduation, Data & Evaluation) meet virtually once each month.

Scope of Work:

[The Philadelphia Education Fund \(PEF\)](#) seeks a consultant to provide an evaluation of the College Access and Success Ecosystem in its early stages. Initially, the evaluator will support CASE in defining its aim, shared metrics, associated logic model and theory of change, and data collection and reporting methods. The evaluator will work alongside the steering committee to design the evaluation; support the identification of shared measures, leading and lagging indicators, and the process for tracking outputs and outcomes; and advise on design or process improvements with the potential to accelerate positive outcomes for students.

Proposal Deadline: September 15, 2024

Timeframe: October 2024 - June 2025

Budget: CASE has budgeted \$20,000 for the evaluation work

Deliverables:

In partnership with the Backbone lead at PEF and Steering Committee, the evaluator will secure meaningful baseline data and produce a framework for data analysis that includes ease by which data may be obtained, gaps in available data, and potential for accessing new qualitative and quantitative data that may inform the common agenda. Deliverables include:

- Create instruments to measure: CASE membership satisfaction (survey tools), workgroup development, member engagement and growth
- In collaboration with the School District of Philadelphia's Research and Evaluation staff, identify shared measures, including leading and lagging high school graduation rates and college matriculation indicators to inform the design of a common ecosystem agenda
- Build the evaluations knowledge and understanding of clients and participants engaged in the evaluations process
- Leverage evaluations to inform program design and support continuous improvement
- Provide a written document that encompasses the evaluation process and impact that can be used to inform programming, and can be shared externally to policy makers and funders

Proposal Content:

Format: Include a 4-5 page proposal signed by the person authorized to engage in services on behalf of the individual or company. Respond to the items outlined below:

- Scope of work and timeline that describes how you will work with the steering committee and CASE ecosystem members to meet the 5 deliverables listed above (1-2 pages)
- Description of your understanding, experience and approach to collective impact projects and work (no more than 1 page)
- Description of experience consulting on similar projects or requests, including the resulting product/impact (no more than 1 page; this can be a bulleted list)
- A company or individual profile, length of time in business, website
- 1 reference for whom you have completed a similar project:
 - Client name/organization and contact information
 - Dates of service and brief description of services provided

Timeline: Proposals are due by **September 15, 2024**. Please email proposals to eridyad@philaedfund.org

Contract Terms: PEF will negotiate contract terms upon selection. All contracts are subject to review by PEF's legal counsel. The project will be awarded upon executing an agreement or contract, which outlines the terms, scope, budget, and other necessary items.