



Latinos for Education (www.latinosforeducation.org) is seeking proposals from qualified firms or individuals to assist in conducting a landscape analysis for [EdCentro](#), our members only platform of over 3,000 Latinos in the education sector. EdCentro is a virtual community that connects a national network of Latinos to each other, development, resources, and learning opportunities in the education sector. The analysis will identify the strengths and opportunities of EdCentro over the last two years, pinpoint any areas of growth needed in programming, support, evaluation, ongoing alumni support, and determine new opportunities for the EdCentro community to meet the mission, vision, and values of Latinos for Education.

About Us

Latinos for Education is the first and only national organization mobilizing a network of skilled Latinx education leaders who ensure the voice of Latino students and families is heard and factored into decision-making in schools, communities, and education institutions throughout the United States. Its founders envisioned a country where there is a proportionate number of Latino teacher and education leaders who are role models in their communities, who share similar experiences and cultural background as the students served. In order to do that, we believe it is critical to remove barriers that have long impacted access, opportunity, and support to Latino teachers and leaders in the field.

Therefore, our work and organization are driven by the mission to develop, place and connect Latino education leaders and activate the Latino voice in our education systems, and our communities. We continue to focus on increasing Latino representation in three areas of the education pipeline: teachers, school and central office leaders, and board members. Through our advocacy efforts, we are mobilizing our network for critical policy changes impacting Latino students and families, including teacher diversity through the Educator Diversity Act. We believe that identity work for Latino leaders working towards improving outcomes for Latino students and their families will engender a better understanding of their leadership roles in the broader context of systems change and social movements.

Our Core Values

Our core values are foundational to our work and incorporated into our programming and the organizational culture of Latinos for Education. They include:



Lead from our Identity | Work Con Ganas | Bridge Across Cultures
Agitate When Necessary | Rise as a Collective

Our Mission

We develop, place, and connect essential Latino leadership in the education sector, while mobilizing Latino voices to promote practices and policies that remove barriers to equitable educational opportunity.

Consultant Objectives

- Collaborate with the Director of Online Learning and Technology at Latinos for Education and the national program team to design a landscape analysis that answers identified key questions regarding strengths and areas of growth for EdCentro and the organization's current and future needs.
- Assess EdCentro and stakeholder needs and develop evidence and research-based recommendations for support, programming, and resources that position EdCentro as a best-in-class virtual community aligned to the mission of Latinos for Education.
- Deliver evaluation recommendations for Latinos for Education in alignment with the organization's vision, mission, and values.

Scope of Work

Specific tasks may include the following:

1. Conduct an analysis of existing EdCentro programming and support in addition to stakeholder needs and develop a synopsis of strengths and opportunities to support the mission of Latinos for Education.
2. Co-create evaluation questions in collaboration with the national program team. Key areas of interest are 1) member satisfaction 2) stakeholder needs 3) best in class user experience 4) alignment to current and future intended programming outcomes of Latinos for Education 4) and barriers and opportunities.
3. Develop a comprehensive evaluation of EdCentro which includes an evaluation framework and industry recommendations on next steps for EdCentro programming in alignment with overall program and organizational goals/outcomes.
4. Develop a comprehensive analysis of the current state of EdCentro capabilities and similar platforms with recommendations to position EdCentro as the leading, best in class, Latino educator online community.



5. Develop and participate in Latinos for Education's presentation of the analysis of key findings, conclusions and recommendations leading to the preparation of the final report.
6. Contribute to the revision of the final report as per feedback provided by the Latinos for Education team.

Additional Requirements:

- 5-7 years minimum experience in research, landscape studies, and data analytics.
- Prior experience providing consulting to technology products and services and/or clients with online communities.
- Evidence of applying varied quantitative research techniques (e.g. statistical analysis, sample survey design and implementation) and qualitative research techniques (e.g. interviewing, focus groups, workshops, case studies) in evaluation and development of program practices.
- Understanding (based on previous experience) of the main approaches, methods and tools used to evaluate public sector programming.
- Proven ability to collaborate effectively across internal and external stakeholders when leading consulting projects.

Proposal Submission

- Proposals should be submitted no later than March 31, 2023
- Proposals should be submitted using the following link:
<https://www.tfaforms.com/5046385>

Timeline and Due Dates

- April 17, 2023 – Project start date.
- June 29, 2023 – Delivery of initial findings and recommendations for feedback.
- July 10, 2023 – Delivery of full evaluation report and presentation to Latinos for Education staff.
- Bi-weekly meetings with Latinos for Education staff to track progress and provide internal insight/knowledge that will inform the consultant's progress.

Proposal Should Include

Please limit your proposals to 5 pages including the following:

1. Cover Letter
2. Description of firm or individual(s) including resume(s) highlighting previous experience relevant to the project.



3. Detailed description of approach, methodology and deliverables to meet the goals outlined in the scope of work.
4. Description of project structure, project phases, and high-level timelines.
5. A description of recommended participation, and support from Latinos for Education staff.
6. A list of relevant clients and projects of similar scope and sequence.
7. 2-Referrals from previous clients.

Compensation

Competitive compensation in the range of \$30,000 - \$35,000 for the final completed project.