



REQUEST FOR PROPOSALS: Strategic Planning Partner

Latinos for Education, Inc.

PROPOSALS DUE BY: December 1, 2023

Background

Latinos for Education (L4E) is the only national Latino-led nonprofit laser-focused on investing in Latino teachers and leaders as the key levers impacting students' educational experience. Since our founding in 2016, our mission has been to develop, place, and connect essential Latino leadership in the education sector. We mobilize Latino voices to promote practices and policies that remove barriers to equitable educational opportunity. Our work is organized around two focal areas, leadership development and advocacy, which synergize together to build the capacity of Latinos within and around educational systems.

At L4E, we believe there is a critical need for more diverse voices—the voices of those most impacted by inequities—in positions of influence. Our success in these key areas demonstrates strong capacity to implement, administer, and scale impactful, community-responsive programming and advocacy. To date we have served over 610 alumni, impacting over 34,000 students.

Project Overview

Latinos for Education is at a pivotal inflection point in its organizational growth and evolution. Founded with the mission of fostering Latino leadership in the education sector and advocating for equitable educational opportunities, we've achieved significant milestones over the past six years. We also recently completed a three-year strategic plan which guided our work from 2020-2022. As we look to the future, we are committed to embarking on an in-depth strategic planning process to develop a comprehensive 3-year plan that will guide our next phase of work.

We are actively seeking a partner to help us evolve and grow our programs and advocacy/policy efforts with innovative, scalable solutions. We aim to broaden our reach, deepen our impact, and ensure that Latinos for Education serves as the go-to organization for issues related to education and the Latino community.

Through this Request for Proposals (RFP), we are looking to collaborate with a seasoned partner who understands the nuances of the education and policy landscape, the Latino community, and scaling social impact organizations. Your work will be instrumental in helping us strategically navigate this pivotal period and set the stage for our next chapter of impactful work.

Project Goals

Our goal of this project is to chart the next phase of Latinos for Education's growth and impact to significantly expand educational opportunity for the Latino community. Specifically, we aim to create an actionable 3-year vision and strategy plan that addresses the following:

- Refining the organization’s mission and focus
- Evolution of our program model and policy and advocacy strategy
- Organizational operating model that supports the broadening of our reach and impact
- Creating efficiencies through technology
- New or diversified revenue streams to increase overall revenue
- Efficient and effective resource allocation to maximize our impact
- Defined metrics of success to achieve our three-year vision

Scope of Work and Deliverables

The selected consulting partner will be responsible for conducting a comprehensive review of Latinos for Education's current operational, programmatic, and policy/advocacy strategies. This will include assessing our existing organizational structure, programs, revenue model, and technology infrastructure. Based on this assessment, the partner will then work collaboratively with our team to develop a 3-year strategic plan that aligns with our updated mission and focus, while also identifying opportunities for operational and programmatic efficiencies.

The 3-year strategic plan must reflect a quickly changing education landscape. Key questions we aim to address:

- What are the current trends and shifts happening in education (e.g. the reimagining of the teaching profession) that Latinos for Education should be at the forefront of? How will our program model need to evolve as a result? How will our advocacy work need to shift as result?
- How do we define what innovation should look like at L4E? How do we more quickly adapt and respond to rapid change happening in the sector?
- Should Latinos for Education launch a 501(c)4 with a focus on school board elected positions? Should we partner with others or build our own?
- How should we leverage our current EdCentro platform to scale our programs and policy and advocacy work? What improvements and investment must be made if we go in this direction?
- How will our vision, mission and how we articulate our work need to change as a result of above changes and shifts?
- How will our operating model need to change to support the growth and future direction of the organization?

Latinos for Education will share analyses completed to date to help inform the partner’s research and recommendations.

Detailed Scope of Work and Deliverables

Scope of Work	
Strategic Alignment	<ul style="list-style-type: none"> • Assess the current organizational mission and focus to ensure they align with the evolving needs of the Latino community.

	<ul style="list-style-type: none"> • Make recommendations for any adjustments or refinements to the organizational mission, focus, and geographic footprint. • Assess how we should evolve our organizational brand.
Program and Policy Evaluation	<ul style="list-style-type: none"> • Review our existing programs and policy and advocacy strategies. • Provide recommendations for evolving these areas to increase impact and reach.
Operational Review	<ul style="list-style-type: none"> • Conduct an organizational audit to understand the current operating model. • Make recommendations for improvements and adjustments to align with future direction of the organization.
Technology Assessment	<ul style="list-style-type: none"> • Evaluate the current state of technology within the organization. • Suggest technology solutions that could create efficiencies and support scalability.
Financial Planning	<ul style="list-style-type: none"> • Review existing revenue streams and financial models. • Recommend new or diversified revenue streams to increase overall revenue.
Resource Allocation	<ul style="list-style-type: none"> • Conduct an assessment of how resources are currently allocated. • Provide recommendations for more efficient and effective resource allocation to maximize impact.
Metrics and KPIs	<ul style="list-style-type: none"> • Develop key performance indicators and metrics that align with the 3-year vision.
Deliverables	
<ul style="list-style-type: none"> • A comprehensive report detailing the current state assessment and recommendations across all areas of focus at the state and national levels. • A 3-year strategic plan with actionable steps, milestones, and timelines. • A revised or updated organizational mission statement, if applicable. • A technology roadmap outlining recommended technology solutions for scalability and efficiency. • A financial model with projections and potential new revenue streams. • A resource allocation plan that maximizes impact and aligns with the strategic plan. • A dashboard or similar tool for ongoing tracking of key performance indicators. • Recommended shifts in our brand and messaging. 	

Target Schedule and Deadlines

We intend to kick off the project in January 2024 and finalize all deliverables by May 2024. Below is a tentative schedule outlining key milestones and deadlines:

- Question and Answer session with L4E to inform your proposal: November 16, 2023
- Proposal Submission Deadline: December 1, 2023
- Proposal Presentations: December 6-15, 2023

- Consultant Selection and Notification: December 22, 2023
- Contract Signing: January 17, 2024
- Project Kick-off Meeting: January 22, 2024
- Preliminary Findings and Assessment: March 15, 2024
- Draft 3-Year Strategic Plan presentation and revisions: April 12-26, 2024
- Final Deliverables and Closing Meeting: May 10, 2024

Please note that these dates are tentative and subject to change based on discussion of the scope and the project's progression. Any changes to the timeline will be agreed upon by the consultant and Latinos for Education.

Questions Respondents Must Answer to Be Considered

To be considered for this project, please provide detailed answers to the following questions:

Organizational Fit

- Provide a general background about your firm, emphasizing experience with organizations similar to Latinos for Education in mission.
- Describe your firm's values and explain how these align with the mission and values of Latinos for Education.

Technical Skills and Expertise

- What differentiates your firm from competitors in the field of strategic planning and organizational growth?
- Describe your experience with program evaluation, policy analysis, and advocacy strategy development. Provide specific examples where possible.
- Describe your experience with and knowledge of challenges facing the Latino community.
- Share any experience your firm has in working with technology solutions that improve operational efficiency for nonprofits.
- Outline your approach to financial modeling, particularly in diversifying revenue streams for nonprofit organizations.
- Provide resumes for key members of your team involved in the project.

Commitment to Diversity, Equity, and Inclusion (DEI)

- Describe your firm's commitment to Diversity, Equity, and Inclusion. Provide examples of DEI initiatives within your firm and how DEI considerations influence your work with clients.

References and Validation

- Please provide a copy of your firm's most recent peer review, the related letter of comments, and your firm's response to those comments.
- Provide up to three professional references, ideally from organizations that had similar needs to Latinos for Education.



Organizational Risk and Transparency

- Over the last 10 years, has there been any litigation, ethics complaint, or other administrative action taken against your firm or your organization?

Fees and Financials

- Provide a detailed proposed fee structure for the services outlined in this RFP, including any necessary disbursements or additional fees that may apply. The total budget for the project should not exceed \$150,000. Where the total cost of the proposal exceeds \$150,000, please provide a menu of costs per deliverable.

Submission Requirements

Submit your proposal with attachments through [this form](#) by December 1, 2023.

- All responses to the questions and requested documents outlined above must be included in your proposal.

Question and Answer Session

Latinos for Education is hosting a virtual Q&A session for interested consultants on November 16, 2023 11:00 AM – 12:00 PM EST. [Click here](#) to register and submit your questions.

Contact Information

For questions or concerns connected to this RFP, we can be reached at:

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