

The [National Coalition on School Diversity](#) is soliciting proposals from consultants experienced in strategic planning for racial/social justice organizations to lead its staff, steering committee, and network members through a process to [revise its current strategic plan](#). Deliverable should be a clear, easily consumed, strategic planning roadmap accompanied by a timeline, implementation, and evaluation methodology.

Specifically, NCSD is seeking a consultant to:

- Work with NCSD's staff, [steering committee](#), [Research Advisory Panel](#), and [membership](#) to articulate a clear strategic plan for NCSD to implement over the next 3-5 years in pursuit of its mission.
- Conduct a small scope internal and external survey to evaluate NCSD's success in achieving its 2018-2020 strategic goals and perform a general SWOT analysis.
- Review and synthesize key coalition documents to inform the planning process, e.g. [NCSD's administrative advocacy agenda](#).
- Thoroughly assess NCSD's infrastructure needs including, but not limited to: space, technology, human capital, and financial resources.
- Identify specific fundraising, grantmaking, communications, and programming objectives.
- Develop clear, measurable outcomes for how to gauge organizational and strategic effectiveness, impact, and success.
- Create an implementation timetable.
- Establish a framework and process for NCSD's staff and steering committee to effectively implement the strategic plan and monitor progress toward achievement of goals and objectives.
- Facilitate all meetings/working sessions; provide leadership, direction, and expert consultation and advice related to the development and implementation of an effective strategic plan.
- Provide guidance regarding how and when NCSD should reassess goals, objectives, and action steps to make sure that they are still relevant and reflect environmental changes that may affect the coalition's effectiveness.

### **About the National Coalition on School Diversity**

Founded in 2009, NCSD is a network of 50+ national civil rights organizations, university-based research centers, and state and local coalitions working to expand support for school integration. NCSD's work is informed by an advisory panel of scholars and academic researchers whose work relates to issues of equity, diversity, and desegregation/integration. In 2018, NCSD released its [first-ever strategic plan](#), which we are looking to revise, to reflect shifts in the policy landscape.

## **Context**

Our first strategic planning process, and the roadmap it created, brought much needed focus to NCSD's work, recognizing our critical and tangible needs at that moment. Over a ten-month process, we explored deep questions about NCSD's mission, role, and work. In the development of our next strategic plan, we do not expect to engage in a re-evaluation of the mission and values articulated in NCSD's current strategic plan. Our next plan should build on our prior work, honing in on the development of a clear and sustainable financial, programmatic, staffing, and governance plan that will facilitate the coalition's success now and into the future.

A revised plan will ensure that NCSD is operationalizing our coalition's best thinking on how to advance its mission of expanding support for school integration in ways that are aligned with the current social/political context and help us continue building a sustainable coalition. This time around, we will benefit from the input of a steering committee that represents a cross-section of our coalition (which was put in place following the release of our first strategic plan). We hope to work with a skilled and ambitious strategic planner to develop concrete metrics of success that will push NCSD's work to new levels (including growing its capacity and creating concrete diversity, equity, and inclusion goals/metrics).

## **Timeline & Budget**

Work should commence in August 2021, with the goal of presenting a draft strategic plan to the NCSD steering committee no later than November 2021 (for adoption by December 31, 2021).

The total cost for this project shall not exceed \$20,000.

## **How to Apply**

Please provide a written response to this RFP (no more than 10 pages) that includes:

1. A brief summary of the project
2. A description of your general approach to strategic planning, including methodology, perspective, or philosophy that guides your work
3. A description of your relevant expertise working with racial/social justice organizations, including any relevant experience working with youth-centered and/or youth-led organizations
4. A list of project deliverables
5. A detailed timeline for each deliverable and overall project completion
6. A detailed budget
7. Credentials and qualifications of key personnel leading this project
8. Three references (at least one reference must be able to speak directly about a recent strategic planning process led by your company)
9. Example(s) of a finished strategic plan created by your company (if available), or relevant work products (particularly projects that have a national scope)

Send completed proposals electronically by July 1, 2021 to Gina Chirichigno at [gchirichigno@prrac.org](mailto:gchirichigno@prrac.org) with "NCSD Strategic Plan Proposal" in the subject line.