



## Request for Proposal (RFP)

**Title:** SWOT Analysis for Middle School Program (Odyssey School of Denver)

**Issue Date:** 1/16/2025

**Submission Deadline:** 2/4/2025

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### I. Introduction

The Odyssey School of Denver (Odyssey), K-8 charter school located in Denver, Colorado is seeking proposals from qualified consultants to conduct a **SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis** for our middle school program. The goal of this analysis is to assess the current state of our middle school program relative to our school's **mission, vision, and current strategic plan**.

As part of our ongoing commitment to continuous improvement, we are looking for an external consultant to provide an objective evaluation of how well our middle school program aligns with our overarching goals. The consultant will analyze both internal and external factors affecting the program's effectiveness and provide actionable recommendations for future strategic planning.

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### II. Objectives

The objectives of this RFP are as follows:

1. **Mission and Vision Alignment:** Assess how well the middle school program supports and advances the school's mission and vision.
2. **Strategic Plan Assessment:** Evaluate the program's alignment with the current strategic goals and initiatives outlined in the school's strategic plan.
3. **Strengths and Weaknesses:** Identify key internal factors contributing to the program's success or limitations.
4. **Opportunities and Threats:** Examine external environmental factors, including potential opportunities for growth and challenges that could impact the program's success.
5. **Market Analysis:** Analyze the current middle school market in the surrounding neighborhood (specifically Park Hill, Central Park, and others identified per the Odyssey enrollment priorities and changing enrollment zones based on DPS proposals), identifying competitive schools, demographic trends, and community needs.
6. **Stakeholder Engagement:** Facilitate collaboration and gather diverse insights from stakeholders to ensure the analysis reflects a comprehensive perspective.

7. **Strategic Recommendations:** Develop prioritized recommendations to align the middle school program with long-term goals and measure progress effectively.
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### III. Scope of Work

The selected consultant will perform the following tasks:

- **Review of Mission, Vision, and Strategic Plan**
  - Analyze the school's **mission statement**, **vision statement**, and **current strategic plan**.
  - Meet with key stakeholders, including school leadership, board members, and faculty, to understand the school's educational philosophy and long-term goals.
- **SWOT Analysis of the Middle School Program**
  - **Strengths:** Assess elements such as student outcomes, curriculum design, teacher effectiveness, school culture, and resource availability.
  - **Weaknesses:** Identify areas requiring improvement, such as curriculum gaps, student engagement challenges, professional development needs, or challenges with facilities.
  - **Opportunities:** Explore potential growth areas, including new technologies, partnerships, or funding opportunities.
  - **Threats:** Evaluate external factors that may pose a risk to the program's success, such as policy changes, competition from other schools, funding challenges, or community demographics.
- **Comparative Analysis**
  - Evaluate the alignment of the middle school program with the school's mission, vision, and strategic plan.
  - Compare the current state of the middle school program with the school's mission, vision, and strategic plan to identify any misalignments, gaps, or areas for strategic focus.
- **Market Analysis**
  - Conduct a detailed analysis of the middle school market in the surrounding neighborhood (specifically Park Hill, Central Park, and others identified per the Odyssey enrollment priorities and changing enrollment zones based on DPS proposals).
  - Identify key competitors, including public, charter, and private schools, and evaluate their offerings, strengths, and challenges.
  - Assess local demographic trends, community needs, and any gaps in the current educational landscape that the school can address.
- **Stakeholder Engagement**
  - Conduct interviews, focus groups, and/or surveys with key stakeholders (e.g., middle school teachers, students, parents, school administrators, and community partners) to gather feedback on the program's strengths, weaknesses, and alignment with the school's mission and vision.
  - Ensure diverse perspectives are represented in the analysis.

- **Final Report and Recommendations**

- Deliver a comprehensive SWOT analysis report, including an executive summary, methodology, SWOT matrix, market analysis, and actionable recommendations.
- A set of strategic recommendations based on the analysis that will help align the middle school program with the school's mission, vision, and strategic goals.
- Provide prioritized action steps for implementation and suggested metrics for measuring progress.

- **Presentation to Stakeholders**

- Present findings to the school leadership team, board of directors, and other key stakeholders.
  - Facilitate a discussion on recommendations and next steps for integrating the analysis into strategic planning.
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#### **IV. Deliverables**

The deliverables for this project include:

- A detailed project timeline with milestones and deadlines.
  - A final SWOT analysis report comprising:
    - Executive summary
    - Internal and external analysis
    - SWOT matrix
    - Market analysis
    - Strategic recommendations
  - A presentation summarizing findings and recommendations.
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#### **V. Vendor Qualifications**

To be considered, the consultant must demonstrate:

- Experience conducting SWOT analysis in educational settings, particularly with K-12 or charter schools.
- A deep understanding of the charter school landscape and the unique challenges and opportunities in middle school education.
- Proven expertise in market analysis and competitive assessments within educational contexts.
- Proven expertise in engaging multiple stakeholders, including students, families, and educators.
- Strong facilitation skills and experience in engaging multiple stakeholders, including school leadership, staff, students, and families.
- Knowledge of current educational trends, data-driven decision-making, and best practices in middle school education.
- The ability to deliver actionable and strategic recommendations that align with a school's mission and vision.

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## VI. Proposal Requirements

Proposals must include:

1. **Executive Summary**
  - Overview of qualifications, experience, and understanding of the project, including your approach to conducting the SWOT analysis.
2. **Consultant Experience**
  - A description of your relevant experience, particularly in conducting SWOT analysis for schools, charter schools, or educational organizations.
  - A summary of your experience with strategic planning processes and aligning educational programs with organizational goals.
3. **Approach and Methodology**
  - A detailed outline of the approach and methodology you will use to conduct the SWOT analysis, including:
    - The methods you will use to gather data (e.g., surveys, interviews, focus groups).
    - Your plan for stakeholder engagement and how you will ensure a comprehensive analysis that includes diverse perspectives.
4. **Timeline**
  - A proposed timeline for completing the SWOT analysis, including key milestones and deadlines.
5. **Budget**
  - A detailed budget, including your fees and any expenses (e.g., travel, materials, data collection tools).
  - Payment terms and invoicing schedule.
6. **References**
  - At least three references from previous clients, particularly those in education, who can speak to your experience and the quality of your work.
7. **Work Samples**
  - If applicable, provide examples of previous SWOT analysis, strategic reports, or similar work you have done for schools or educational organizations.

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## VII. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Experience and Expertise:** The consultant's relevant experience, particularly with SWOT analysis and strategic planning in educational settings.
- **Approach and Methodology:** The quality and feasibility of the proposed approach to conducting the SWOT analysis.
- **Cost:** The overall cost of the project, including fees and any additional expenses.

- **Timeline:** The consultant’s ability to meet the project timeline and deliver high-quality results on schedule.
  - **References:** The strength and relevance of references and prior work.
  - **Alignment with Mission and Vision:** The consultant’s ability to understand and align the analysis with the school’s mission, vision, and strategic goals.
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## VIII. Submission Guidelines

- **Submission Deadline:** February 4, 2025
  - **Format:** Submit proposals as a PDF or Word document.
  - **Submission Method:** Email to [pete@odysseydenver.org](mailto:pete@odysseydenver.org) with the subject line “Proposal for SWOT Analysis Consultant.”
  - **Questions:** Direct questions **Pete Martinez, Executive Director** at **303-316-2944**, [pete@odysseydenver.org](mailto:pete@odysseydenver.org) by **January 24, 2025**
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## IX. Timeline

- RFP Issued: **January 16, 2025**
  - Questions Deadline: **January 24, 2025**
  - Proposal Submission Deadline: **February 4, 2025**
  - Selection of Consultant: **February 12, 2025**
  - Project Start Date: **February 18, 2025**
  - Final Report Due: **May 2025**
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## X. Terms and Conditions

- The Odyssey School of Denver reserves the right to accept or reject any or all proposals.
- The selected consultant must sign a contract and comply with applicable laws.
- All materials produced during the project will become the property of the Odyssey School of Denver.

We look forward to receiving your proposals and collaborating to strengthen our middle school program.