

**PROPOSAL FORM: Strategic Planning Facilitation**


**1. Respondent Information-Corporate**

Name:	EGL Association
Address:	19001 E 34 <sup>th</sup> Terrace South
City State Zip	Independence, MO 64057

**2. Primary Contact Person Information (please provide other contact information on a separate sheet as deemed necessary)**

Name:	Dr. Jim Hinson
E-Mail Address:	Jim.Hinson@edgovlead.com
Phone Number:	816-719-6003
Fax Number	N/A

**3. Authorization**

Signature	
Date	July 10, 2021
Title	Project Consultant

**4. Check if you have included the required proposal copies**

<input checked="" type="checkbox"/>	Two (2) paper copies of the proposal including pricing
<input checked="" type="checkbox"/>	One (1) electronic copy of the proposal on a flash drive

**6. Attach a list of references per Instructions to Respondents.**

**7. Summary of what differentiates your services and products from others.**

**8. Please provide a detailed description of how your proposed solution meets or exceeds the criteria detailed in the Scope of Service. Please provide responses in the order they appear in the Scope of Service.**

**Return by July 12, 2021, at 12:00 p.m.:**

Raytown C-2 School District  
 Attn: Dr. Allan Markley  
 Raytown Quality Schools Administration Building  
 6608 Raytown Road,  
 Raytown, MO 64133

July 7, 2021

Raytown C-2 School District Board of Education  
6608 Raytown Road  
Raytown, Missouri 64133

Attn: Dr. Allan Markley

It is with great anticipation that we write this letter of interest for providing services to support the development of a multi-year strategic plan for the Raytown C-2 School District. After careful review of the Request for Proposal (RFP) released by the district in June 2021, we feel Education Governance Leadership (EGL) Association is uniquely positioned to effectively facilitate the scope of services in their entirety.

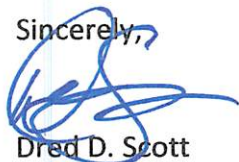
EGL Association is guided by our vision for school transformation through comprehensive governance and leadership training for the benefit of all students. We believe school district boards of education and leaders who work together toward common goals using a proven process achieve more for their school, staff, students, and ultimately the communities they serve.

Our company was formed in 2020 for the express purpose of helping create and foster healthy collaborative relationships between school district leadership and boards through suite of services provided by experienced education professionals. We offer a thorough suite of services to include Board Development, School Governance Audits, Governance and Strategic Planning, Professional Leadership Coaching, Transition Management, Community Engagement, and Superintendent Search.

The EGL Association team brings nearly 200 years of educational experience and leadership to leverage in support of school district initiatives. The specific team we recommend to work directly with the board, leadership, Citizens Advisory Committee, staff, and patrons has been selected because of their proven impact leading school districts similar to the Raytown C-2 School District. Namely, Dr. Jim Hinson, Dr. Todd White, and Dr. Dred Scott are poised and ready to begin the strategic planning journey with you!

EGL has a passion for helping students succeed by helping school leaders succeed. Our vast experience in public school districts of every size and shape have taught us one thing; a smart, cohesive high functioning governance and leadership team can accomplish the exceptional on behalf of the communities they serve. We treasure the opportunity to work with you in this regard.

Sincerely,



Dred D. Scott

### Summary of Services

The EGL Association offers services and products that are different and much more effective than most education consultants. Our uses goal-based strategic planning methodology that leads to the successful strategic planning. The foundation of this approach begins with the establishment of a Governance Plan for the district. The Governance Plan is developed by the School Board with substantial stakeholder input in partnership with the Superintendent. The Governance Plan integrates seamlessly with the Board's overall role and responsibilities including governance planning, establishment of Board policies, and oversight of administrative actions. We view the governance plan as the centerpiece through which all other district function must align (i.e. district budget, Board and Superintendent evaluation, CSIP, facilities, safety and security).

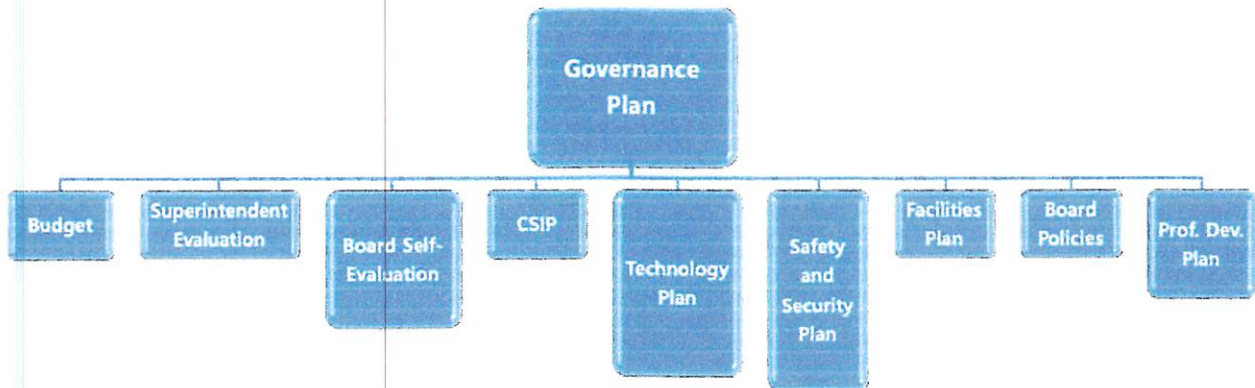
The Governance Plan is a concise document that establishes the mission, vision, beliefs, governance priorities, objectives, and goals for the district. The Governance Plan method is different than other strategic planning or CSIP processes in number of ways. First, governance planning is a School Board driven and centered process. The plan is not created by a consulting firm, administration, or committee absent of direct influence and direction by the Board. The Governance Plan controls and informs all other district initiatives as demonstrated by the illustrations below.

## The Traditional View





# A New Approach



## Scope of Services

**Work with the Citizens Advisory Committee and others as directed by the Superintendent.**

The proposed services include in-depth work with the RQS Citizens Advisory Committee (CAC) and other groups as directed by the Superintendent. The first phase of this work will involve a detailed **analysis** of the CAC in order to develop a thorough understanding of the purpose and role of the committee. Information will be proactively requested and reviewed so the consultant can appreciate the history, development, and goals of the CAC. The analysis will also include a review of the CAC membership to ensure ample representation from an equity perspective. A deep review of the CAC's demographics will take place in collaboration with the Superintendent. This review will include analysis of the race, ethnicity, gender/identity, age, income, and profession of committee members. The Education Governance Leadership Association (EGL) Team will make recommendations for modifications to the committee if representation gaps exist. Additional information regarding the CAC may be requested throughout the scope of services.

The second phase of work will be focused on **engagement** of the CAC. If agreeable, the EGL Team will observe CAC meeting(s) prior to interating in an official capacity in order to understand committee structure and dynamics. An introductory meeting will be scheduled in order to introduce the CAC to the EGL Team and discuss in detail the purpose and goals of the work. Rules of engagement and schedule of meetings will be established as well.

## Planning and Communication

The EGL Team will work collaboratively with RQS to design an overall strategic planning process that will result in a five-year plan which incorporates short-term priorities and goals for the 2022-23 school year and tactical direction for school years 2022-2023 through 2027-2028.

Our team will use goal-based strategic planning methodology to lead the development of the multi-year strategic plan. The foundation of this approach is anchored in establishment of and/or focusing on the district's Governance Plan and using it as a catalyst for development of priorities, objectives, measurable goals that align strategically. The process will involve:

- 1) initial and ongoing Board and leadership interaction and engagement,
- 2) a comprehensive review of data,
- 3) internal and external stakeholder input,
- 4) establishment of a vision, mission, and values statement,
- 5) the setting of priorities, objectives and SMART goals of the school district,
- 6) the communication of the direction of the school district,
- 7) the careful evaluation of outcomes,
- 8) and the adjustment and revision of the strategic plan.

#### **Information Gathering and Synthesis**

The EGL Team will analyze RQS data to include student outcomes, programs, and budgets. A comprehensive assessment of the district's performance in key areas, including the Missouri School Improvement Plan (MSIP), will be performed. EGL will present the findings to RQS and recommend best practices to inform the development of the strategic plan. All information will be maintained as confidential and comply with all legal requirements of the Family Education Rights and Privacy Act (FERPA).

#### **Plan Formation and Implementation**

Engagement of the CAC and other stakeholders (internal and external) will be integral during the formation of the strategic plan. The EGL Team will combine the most effective engagement strategies with team members who possess in-depth expertise in public schools. This approach will lead to the establishment of trust and credibility, resolve issues, tackle negative perceptions and ensure everyone involved has a clear understanding of the approach proposed as well as the expected outcomes. The community engagement process utilized will provide solid, actionable data regarding stakeholder perceptions, concerns, goals and aspirations to guide the development of the strategic plan.

EGL will work hand-in-hand with the CAC, Board, Superintendent, and district leadership to develop an **implementation** plan based on clear, time-bound, and measurable goals and objectives. The implementation plan will include the development of reporting tools to keep all parties actively informed and engaged in monitoring the progress of plan implementation.

## Schedule - Proposed Timeline

### August 2021

- Strategic work session begins with RQS Board, Superintendent, and leadership
  - Presentation of Governance Plan approach to strategic planning
- Observation and/or introduction of consultant to Citizens Advisory Committee
- Stakeholder interviews begin
- District data-dive begins

### September 2021

- RQS Board, Superintendent, and leadership work session
  - Presentation of relevant research and best practices to inform the strategic plan
- Stakeholder interviews continue and complete
- District data-dive complete
- Citizens Advisory Committee meeting(s)
  - Presentation of relevant research and best practices to inform strategic plan

### October 2021

- Stakeholder and district data-dive findings/themes presented to RQS Board, Superintendent, and leadership.
  - Overall strategic direction finalized with RQS Board, Superintendent, and leadership
- Citizens Advisory Committee meeting(s)
  - Presentation of strategic direction developed by RQS Board, Superintendent, and leadership
  - Development of strategic plan elements to include goals, activities, and metrics

### November 2021

- Citizens Advisory Committee meeting(s)
  - Development of strategic plan elements to include goals, activities, and metrics

### December 2021

- RQS, Board, Superintendent, and leadership work session
  - Finalize strategic plan elements to include goals, activities, and metrics
- Development of strategic plan communication materials
- Stakeholder presentation(s) and communication of finalized strategic plan

January 2022

- Citizens Advisory Committee meeting(s)
  - Development of implementation plan including monitoring tools
  - Finalize implementation plan

February – June 2022

- On-going support and consultation as directed by RQS Board, Superintendent and leadership

July 2022

- Strategic plan implementation support and monitoring

EGL strongly recommends and is prepared to support a multi-year approach to strategic planning implementation and monitoring schedule. An additional scope of work and related schedules can be created if RQS is interested in exploring further.

**Consultant Fees**

The EGL's fees for the services described will be a total of \$25,000 dollars for an estimated 250 hours of work. An itemized list of services is provided below.

**Itemized List of Services**

Description of Services	Estimated Hours	Fee	Total
Work with RQS to design overall strategic planning process for 2022-2023 through 2027-2028 school years	40	\$125/hr	\$5,000
Student, community, staff, and Board engagement leading to stakeholder input to inform strategic plan	60	\$125/hr	\$7,500
Assist in development of communication materials for the strategic plan	10	\$125/hr	\$1,250
Comply with requirements under FERPA during the strategic planning process	On-going	0	0
Present relevant research and best practices to inform the strategic plan	10	\$125/hr	\$1,250
Synthesize and identify themes from student, community, staff, and Board feedback, data review, and research	20	\$125/hr	\$2,500

Facilitate the Citizens Advisory Committee in the development of strategic plan elements including goals, activities, and metrics	<b>40</b>	<b>\$125/hr</b>	<b>\$5,000</b>
Facilitate the Citizens Advisory Committee in development of an implementation plan	<b>20</b>	<b>\$125/hr</b>	<b>\$2,500</b>

**Key Staff**

The EGL Association team brings nearly 200 years of educational experience and leadership to leverage in support of this strategic planning initiative. The specific team we recommend to work directly with the Board, leadership, Citizens Advisory Committee, staff, and patrons has been selected because of their proven impact leading school districts similar to the Raytown C-2 School District. Dr. Jim Hinson, Dr. Todd White, and Dr. Dred Scott have been selected to lead the strategic planning development process. Please see the attached resumes, bios, and letters of reference for more information.

**References**

Kirkwood School District  
 Marie Kelly  
 Board President (Former)  
 314-221-5881

Jackson School District  
 Dr. Jon Link  
 Former Superintendent  
 417-840-5113

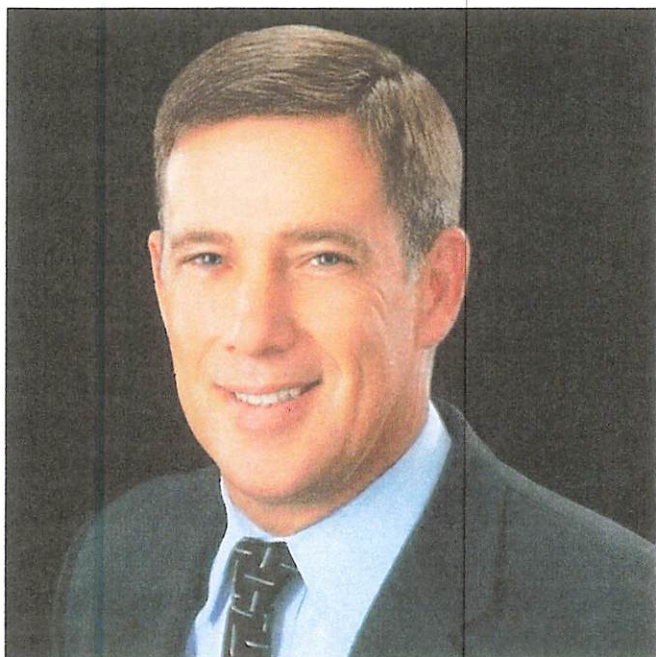
Independence 30 School District  
 Dr. Dale Herl  
 Superintendent  
 816-521-5300





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## The EGL Team



### Dr. Jim Hinson

Phone: [816-719-6003](tel:816-719-6003)

Email: [jim.hinson@edgovlead.com](mailto:jim.hinson@edgovlead.com)

Jim has received various awards including *Who's Who Among American Educators*, *Pearce Award*, and *Icons of Education* by Ingram's Business magazine. He has also co-authored two books on education that address inspiring greatness in education, and a community's commitment to a brighter future. Jim's passion and strength include administrator and board leadership, organizational planning and strategy, helping school districts aspire to greatness and focusing on the core mission of education –

kids. Jim believes that strong relationships are key between all entities involved to build a successful and thriving school district.



## Dr. Todd White

Phone: [816-674-9201](tel:816-674-9201)

Email: [todd.white@edgovlead.com](mailto:todd.white@edgovlead.com)

Dr. White's experience in educational leadership spans three decades and includes a combined 18 years as superintendent for the Harrisonville (MO), North Kansas City (MO), and Blue Valley (KS) school districts. He has been awarded *Superintendent of the Year* and *Outstanding Superintendent* from the Missouri Association of School Administrators for partnering with Boards of Education, staff, students and the community to strategically design for rapid growth in student achievement, increased graduation rates and innovative programming for ALL students. With an understanding and commitment to leadership as a disposition, White collaborated with mental health community leaders and six Johnson County, Kansas school districts to launch #ZeroReasonsWhy, a student-led

community mobilization campaign to prevent teen suicide.

## Duane Martin

Phone: [816-694-5571](tel:816-694-5571)

Email: [duane.martin@edgovlead.com](mailto:duane.martin@edgovlead.com)

Duane has extensive experience providing training and development to Missouri school boards and school leaders. Duane provides training and consulting services in the areas of board-superintendent relations, governance, school laws and regulations, strategic planning, compliance, policy development, organizational development, organizational performance, oversight of school administration, Sunshine Law requirements and risk management. Duane also founded and leads a school law firm that represents approximately forty percent of Missouri's public school districts.

## Dr. Bill Nicely

Phone: [816-527-3827](tel:816-527-3827)

Email: [bill.nicely@edgovlead.com](mailto:bill.nicely@edgovlead.com)

With thirty two years of public education experience, Bill has served in a variety of school administrative roles in districts of varying size and diversity. Regardless of the district, his mission has always been the same, to provide the very best learning opportunities for all students, engage school stakeholders to work collaboratively toward that end and seek out educational innovation. As a self described student of organizational management, Bill recognizes districts run best when the board of education and executive leadership don't just work collaboratively, they must also hold each other to the highest of standards utilizing mutually agreed upon goals. As a result of years of advocacy on behalf of students, Bill was honored to be awarded the President's Volunteer Service Award.

## Mary Hendricks- Harris

Regional Consultant

Mary is a driven education leader who is passionate about outcomes, adult learning,

strategic planning, and leadership development. In her thirty years of experience, she served Superintendent, Chief Academic Officer, Educational Consultant, Director of Adult Learning, national speaker, and educator. Under her leadership, four Francis Howell schools earned blue ribbon status. Mary has experience facilitating learning opportunities for a wide variety of stakeholders, including superintendents and boards of education. She has served on the Commissioner's Advisory Council, as a board member and board president at EducationPlus, and was a founding board member for the St. Charles Center for Advanced Professional Studies. She graduated from the Learning Forward Academy and attended the Harvard Institute for School Leadership.

## Dr. Dred Scott

Project Consultant

Dr. Dred Scott is a Kansas City native who has a wealth of education and program experience as the President and CEO of the Boys & Girls Clubs of Greater Kansas City. More than a 20-year career devoted to serving children and youth with a passion for



serving youth from disadvantaged circumstances. Former teacher, principal, executive director and, most recently, Deputy Superintendent of the Independence (MO) School District (ISD). Dr. Scott demonstrates a high level of civic engagement through current service on the Truman Medical Center Board of Trustees and the Drumm Farm Center for Children Board of Directors

## Board of Directors:

*Brad Swafford – Branson, MO*

*Wendy Moss – Joplin, MO*

*Mark Kelly – Kearney, MO*

*Roger Schmitz – Lawson, MO*

*Tony Lake – Lindbergh, MO*

*Ruser Creech – Leeton, MO*

*Kelli Alumhaugh – Pierce City, MO*

*Tracey Spry – Warsaw, MO*

**“With increased state and federal government intervention, the distance between strong school leadership and solid school law practice constantly narrows. Education and legal services cannot continue to exist in silos. An authentic and robust relationship between the two services ultimately benefits students.”**

— Dr. Jim Hinson, EGL Team Member

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Dr. Dale Herl, Superintendent  
201 North Forest Avenue  
Independence, MO 64050  
(816) 521-5300

July 8, 2021

To Whom It May Concern,

I would like to take this opportunity to recommend Dr. Dred Scott to you for any Board of Education development within your school district. Dr. Scott worked with both the Independence School District Board of Education and the ISD Foundation Board. He helped with setting board goals as well as developing a working professional communication framework within each organization. Dr. Scott was excellent at developing a consensus among the stakeholders represented on each respective board as well as helping develop strategic plans to help guide the work of each organization. I can't give high enough praise for the demeanor and professionalism shown by Dr. Scott throughout the process. I have nothing but the highest respect for the work done and the way in which Dr. Scott was able to lead the discussions in a positive manner to help promote the mission of each of our organizations.

Dr. Dale Herl

A handwritten signature in black ink, appearing to read "D. Herl", written in a cursive style.

Superintendent  
Independence School District

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Educational Leadership and Human Development  
Lovinger 4101  
Warrensburg, MO 64093  
Office 660-543-4341  
FAX 660-543-4164  
www.ucmo.edu/elhd

July 6, 2021

I have known Dr. Dred Scott since he began his teaching career at Robinson Elementary School. He was recognized as the Raytown Teacher of the Year in that position and went on to be a successful principal at Eastwood Hills Elementary School and as an assistant superintendent in your district. He also has served with distinction as a deputy superintendent in Independence and is currently the CEO of the Boys and Girls Clubs of Greater Kansas City. This is all shared in the context that Dr. Scott not only knows the area surrounding the Raytown C-2 School District well, but he has years of experience of working with the community, families, and staff of your district.

Dr. Scott has an extraordinary ability to analyze complex data and seek out relevant information as the basis of making logical and thoughtful decisions. He is an excellent listener and effectively engages others. There is openness in the discussions he leads yet there is also clear direction by Dr. Scott if the dialogue moves in unproductive areas. He is well-prepared and does the appropriate follow-up in a timely fashion. His recommendations are clear and concise.

Dr. Scott has a special gift in connecting with others. He is approachable, sincere, and has a quick smile. What he thinks is what he says is what he believes. His actions are consistent with his values. This "wholeness" resonates with others regardless of their background or situation. He deals with emotional issues with sensitivity and tact.

Dr. Scott is a remarkable leader, both personally and professionally. He has proven himself as both an educational leader as well as a community builder working with a wide range of constituency groups. I believe he is uniquely qualified to lead and facilitate a process that ultimately culminates in a multi-year strategic plan for the Raytown C-2 School District. He is a man of integrity and would represent your district honorably. I recommend him without reservation.

Sincerely,

Henry Russell  
816-809-5715 (cell)



Child & Family Development, College Student Personnel Administration, Counselor Education,  
Library Science & Information Services, School Administration, and Special Education

Equal Education and Employment Opportunity