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**REQUEST FOR PROPOSAL (RFP)
CONSULTING SERVICES**

ISSUE DATE: MAY 2025

ST. CROIX PREPARATORY ACADEMY

**REQUEST PROPOSALS FOR:
STRATEGIC PLANNING CONSULTING SERVICES**

**DUE DATE/TIME:
JUNE 10th, 2025
5:00 pm**

I. ABOUT ST. CROIX PREPARATORY ACADEMY

St. Croix Preparatory Academy (SCPA) is a K–12 public charter school located in the Stillwater area, established in 2004 with an initial enrollment of 200 students in grades K–7—exceeding its projected enrollment of 120. Since then, SCPA has experienced significant growth and is projected to serve over 1,200 students across grades K–12 during the 2025–2026 academic year.

Situated on a 59-acre campus, SCPA is founded on the classical education model, emphasizing the stages of grammar, logic, and rhetoric—a time-tested approach known for fostering academic excellence.

In July 2025, SCPA will welcome a new Executive Director, marking the first leadership transition since the school's inception. With this change in leadership, the Board of Directors views this as a timely and strategic opportunity to develop a comprehensive, forward-looking strategic plan to guide the school's continued success.

II. STATEMENT OF PURPOSE

SCPA seeks proposals from experienced consultants or organizations to design and implement a comprehensive strategic planning and leadership transition process. This initiative is intended to strengthen SCPA's long-term vision, support an Executive Director transition, and align the organization's resources and community engagement efforts.

The process will be managed in coordination with the School Board and SCPA's leadership team, with broad input from staff, families, and other stakeholders.

III. SCOPE OF WORK

The selected consultant will play a key role in guiding St. Croix Preparatory Academy through a comprehensive strategic planning process. Responsibilities include:

- Conducting a thorough assessment of the school's leadership structure, operational effectiveness, and stakeholder needs.
- Facilitating strategic planning sessions with core stakeholders, including board members, school leadership, staff, students, and parents.

Primary Engagement Group: Strategic Planning Committee and Key Leadership

- 1–2 Board Members
- Executive Director (ED) and Executive Director of Finance and Operations (EDFO)
- Educational Leader
- Operational Leader
- 1–2 Parents
- 1–3 Staff Members
- 1–2 Student Leaders

Secondary Stakeholder Group:

- Administrative Leadership Team
- St. Croix Preparatory Foundation

Tertiary Stakeholder Group:

- Broader school staff
- Parents
- Board committee members

Additional responsibilities include:

- Supporting the transition planning process for incoming executive leadership with metrics of success.
- Defining key success metrics aligned with the school's long-term goals.
- Delivering a clear, actionable, and measurable 3–5-year strategic plan.
- Engaging community members to identify shared priorities and opportunities for growth.

IV. GUIDING QUESTIONS FOR CONSULTANT PROPOSALS

To ensure alignment with St. Croix Preparatory Academy's goals and needs, consultants are asked to address the following guiding questions within their proposal. These questions represent key areas of focus that will inform the strategic planning process.

1. Strategic Planning

- What should be the school's top strategic priorities over the next 3–5 years?
- How can SCPA navigate the upcoming leadership transition in a way that honors and preserves its founding mission and values?
- What are the school's current strengths, weaknesses, opportunities, and threats (SWOT), and how do they impact long-term success?
- Given existing space limitations, staffing constraints, and funding structures, how can SCPA achieve and maintain full and stable enrollment?

2. Professional and Staff Development

- What systems of internal leadership development and coaching should be implemented or expanded to align with SCPA's mission, vision, and brand?
- What criteria and measurable outcomes should be established to evaluate, develop, and sustain effective leadership across the organization?

3. Budget and Operations

- How can operational efficiency be assessed, and where are there opportunities for improvement?
- How should resources be strategically allocated to support identified priorities?
- What financial models or structures should be adopted to strengthen fiscal sustainability and long-term planning?

4. Stakeholder Engagement

- How can SCPA strengthen engagement with key stakeholder groups, including families, students, faculty, and external partners?
 - What communication strategies and feedback mechanisms will promote transparency, alignment, and procedural efficiency?
- As a charter school reliant on supplemental funding, how can SCPA and the St. Croix Prep Foundation better communicate the funding gap between public support and operational needs? How can education and engagement efforts around this gap be leveraged to increase donor participation and long-term philanthropic support?

V. GOVERNANCE STRUCTURE AND STAKEHOLDER ROLES

Consultants must identify how they will collaborate with the following groups their planning process:

- Strategic Planning Committee: Primary liaison for the consultant, guiding the planning process and evaluating progress.
- Board of Directors: Final approver of strategic direction and executive leadership plans.
- Executive Director, Executive Director of Finance and Operations & Leadership Team: Primary contacts for implementation and alignment with day-to-day operations.
- Secondary Stakeholders: Teachers, staff, students, families, alumni, and community partners—engaged through surveys, forums, or listening sessions.
- Proposals should define how the consultant will ensure all roles are clear, participation is structured, and decisions are documented throughout the process.

VI. DELIVERABLES

Expected deliverables include, but are not limited to:

- A strategic planning roadmap with defined phases and outcomes.
- A formal strategic plan (2025–2030) with measurable goals.
- A plan to define success metrics for the leadership team.
- Reports on stakeholder engagement findings and recommendations.
- A final presentation to the Board of Directors, Foundation Board, and administrative leadership team.

VII. **CONTRACTOR FEES**

Consultants must:

- Outline the total anticipated fees associated with the project.
- Clearly define the billing structure (e.g., flat fee, milestone-based, hourly).
- Include any assumptions that influence cost (e.g., number of meetings, travel).
- Consultant may submit a budget range (low and high biased on assumptions per recommended approaches).

VIII. **TERM OF CONTRACT**

This RFP and any response do not constitute a contract. SCPA intends to enter into a contractual agreement with the selected consultant or firm solely for the duration of this project.

IX. **CONTRACTUAL TERMS AND CONDITIONS**

The selected consultant will be required to:

- Provide 2–3 references from similar institutions (charter schools, K–12 education, nonprofits, or organizations of similar size and structure).
- Comply with all applicable legal and organizational requirements related to working with educational institutions.

X. **EVALUATION AND AWARD PROCESS**

Proposals will be reviewed by the RFP Committee and ultimately approved by the Board of Directors by June 25, 2025.

Evaluation criteria will include:

- Relevance and clarity of proposed methodology.
- Experience and references.
- Cost and value.
- Alignment with SCPA's mission and priorities.

Deadline for proposal submission: June 10, 2025

Proposals should not exceed five (5) pages.

Submit via email to: Terri Gulbransen, tgulbransen@stcroixprep.org

XI. QUESTIONS

All inquiries must be submitted via email to:
tgulbransen@stcroixprep.org

Deadline for submitting questions: June 3, 2025

Responses to all received questions will be shared with interested consultants by June 6, 2025.

XII. PROJECT SCHEDULE

Project Start Date: July 1, 2025

Timelines may be adjusted depending on the availability of stakeholders and emerging needs.

