

**Kestrel Heights
Charter School
4700 South Alston Blvd.
Durham, NC 27713**

**REQUEST FOR
PROPOSALS FOR
ENROLLMENT
STRATEGIST &
BRAND CONSULTANT**

PROPOSALS DUE: February 29, 2024

Request for Proposals for an Enrollment Strategist and Brand Consultant

About Us

Kestrel Heights Charter School (KHCS) in Durham, NC, is seeking an experienced strategist and consultant to guide us in developing and implementing a comprehensive community engagement, enrollment, and retention plan.

Kestrel Heights Charter School, one of the oldest established charter schools in North Carolina, was founded in 1998 and currently serves a little under 500 kindergarten through 8th-grade scholars. The school is a small, diverse, and inclusive learning community in Durham that empowers its scholars to sharpen academic knowledge, demonstrate creative expression, and expand leadership abilities to prepare for success in high school, college, and beyond.

Its recently unified campus is the home of the school's new three-story, 27,000-square-foot elementary school building. The facility includes 18 spacious K-5 classrooms, a large dance room, band and AIG rooms, and five administrative, counseling, and instructional intervention offices. The addition offers Kestrel Heights the opportunity to welcome more scholars and families that live in the rapidly growing Triangle area.

Kestrel Heights has an ambitious growth plan and, in order to remain in compliance with its construction bond covenant agreement, must incrementally increase enrollment and retain existing scholars.

Project Scope

The successful consultant or firm will:

- o Provide an overview of the educational landscape in the Triangle area with high level comparative information about qualities/characteristics that will attract families and scholars to Kestrel Heights in a highly competitive educational market;
- o Produce a “state of recruitment, enrollment, and retention” overview report to serve as a benchmark for planning and implementation;
- o Identify current community narratives about Kestrel Heights and support the development of a multi-media and community engagement plan to “reintroduce Kestrel to the community and tell its new story”.
- o Use available data sources, identify the factors (fiscal, geographic, services, etc.) from available data sources that lead to a family/scholar decision to choose or remain at Kestrel Heights;
- o Assist KHCS in operationalizing data collection for all aspects of the enrollment management plan
- o Evaluate current retention practices and early alert intervention to develop new strategies that include all stakeholders, including staff, faculty, and administrators
- o Evaluate current and develop new recruitment marketing and outreach materials and activities;
- o Review the recruitment, application, and new student advising processes through the lens of various prospective student populations
- o Review school support programs (federal lunch program, transportation, EC and AIG services, etc) for effectiveness in recruiting and retaining families and scholars;
- o Determine why current families/students choose to stay or leave and identify specific areas of strength and weakness to improve student success and retention
- o Evaluate current recruitment and retention management systems coupled with the ability of staff to fully utilize its capabilities to determine effectiveness and future needs;
- o Recommend and provide implementation support for community

engagement, outreach, and marketing strategies that improve all aspects of the recruitment and retention process and that serves multiple constituency groups;

Method of Award

- o Awards for goods and services will be made to the bidder(s) providing the most comprehensive and responsive proposal that provides the best overall value to Kestrel Heights Charter School. KHCS reserves the right to reject any or all proposals and is not bound to accept the lowest-cost proposal if that proposal is not in the best interest of the school. In making an award, factors such as the firm's service capability, integrity, responsiveness, reputation, and past performance will be thoroughly examined.

Proposal Evaluation Criteria and RFP Deliverables

In responding to the project scope, please include the following in your proposal:

- o Economic Costs and Benefits: Overall price and cost efficiency; please clearly identify services provided directly by consultant/firm and any provided by external sources and/or that require separate costs;
- o High level sample communications plan that reflects alignment with K-12 stakeholders, calendars, needs, etc.
- o Proposed consulting plan that reflects success with other charter schools in reaching established enrollment and retention goals including:
 - o Demonstrated clear and effective trade-off options presented for consideration, re-tooled based on customer feedback, and refined until an optimal, customized approach was finalized;
 - o A demonstrated consultative relationship throughout the entire consulting process, including regular meetings both on and off-site as necessarily deemed by the Kestrel Heights administrative team;
 - o Demonstrated effective analysis, metrics, outcome projections, and data reported throughout the process;
 - o Demonstration of an effective prospective student predictive model that leads to efficiencies and enrollment success for a well-established Durham charter school
 - o Detailed description of the approach, methodology, and project structure to be used to satisfy the school's project scope and objectives;
 - o Demonstrated experience working with diverse schools and implementing culturally responsive and inclusive strategies.
- o Consultant or firm experience and qualifications; preference for those with familiarity with North Carolina, and more specifically Triangle area K-12 education; Names, position, and experience summary of all individuals serving on this project.
- o Proposed timeline reasonableness and responsiveness to the project's intended outcomes; including some immediate strategies that can be implemented while the larger strategy is developed;
- o Relevant references and feedback from submitted references.

Proposals will be accepted until 4:00 P.M. (Eastern), Friday, February 29, 2024. Please see the response instructions below:

Submit one (1) emailed proposal to:

Kestrel Heights Charter School
Attention: Maureen Gordon, Director of Operations
[gordon@kestrelheights.org]

Email subject line must say: Enrollment Strategist and Consultant RFP – [Consultant or Company name]

All emailed submissions must reach this address on or before 4:00 P.M. (Eastern), Friday, February 29, 2024. KHCS will not be responsible for late delivery of a proposal under any condition. Late proposals will not be accepted.

Direct question to:

Maureen Gordon [gordon@kestrelheights.org]

After the RFPs have been reviewed, finalists will be chosen for an extensive interview process.