
REQUEST FOR PROPOSALS

I. REQUEST FOR PROPOSALS

Academy of Hope Adult Public Charter School (AoH) seeks a qualified Salesforce Developer/Consulting Partner to provide strategic enhancement, development, and ongoing maintenance of AoH's custom-built Student Information System (SIS) hosted on the Salesforce platform.

II. SOLICITATION SCHEDULE

Responses must be submitted electronically via email to Vernon Glover, Director of IT & Operations, at vglover@aohdc.org by **Wednesday, April 30, 2025, by 5:00 PM**. For any questions regarding this RFP, please contact Vernon Glover by email.

III. BACKGROUND

Academy of Hope Adult Public Charter School is a 501(c)3 tax-exempt nonprofit and adult public charter school in Washington D.C., offering excellence in adult education since 1985. Our mission is to provide high quality education and services that change lives and improve our communities. At Academy of Hope, students become part of a learning community where everyone is valued, adds value and is both a teacher and a learner. Our curriculum is experiential and focuses on life skills, which means that students can immediately begin applying what they're learning to their own lives—and reap the benefits.

Academy of Hope's Core Values: CARES

Community- AoH fosters an atmosphere where individuals can be completely present as their authentic self. We seek to advance values, attitudes, and beliefs that promote caring for one another. We believe we are stronger together and that representation for the people we serve matters.

Acceptance- AoH respects the inherent dignity and worth of every individual. We remain open-minded as we acknowledge everyone's complex identities and our collective differences. To us, every person is worthy, and we expect teachers, staff, learners, and community members to come as their true selves.

Respect - At AoH, we believe that every human is deserving of respect and respect is an action. Respecting someone means engaging, learning, and trying to understand individuals' experiences. At Academy of Hope, we are encouraging self-love and a deep understanding, appreciation, and regard for our communities.

Empowerment– AoH aims to purposefully recruit and engage community members who understand the power in every person. Our community is committed to actively listening and amplifying voices and lived experiences that are often unheard as a means to propel change.

Service- Our ultimate goal is to serve all learners responsibly. We strive to be good stewards of the trust learners place in us by consistently reviewing our practices, programs, and structures to ensure we are advancing learners’ stated best interests.

IV. PROJECT SCOPE

The objective is to establish an annual contract supported by a fixed monthly retainer. The agreement will encompass two core components: ongoing project-based enhancements and up to 15 hours per week of dedicated support services. All services will align with the organization’s strategic priorities and be executed in close collaboration with designated staff.

AoH’s Salesforce-based SIS is a central component in managing learner data, including admissions, attendance, scheduling, academic tracking, and goal monitoring across programs such as National External Diploma Program (NEDP), Workforce Development, and ASPIRE. In 2023–2024, AoH began a significant SIS enhancement initiative to align functionality with organizational goals and improve operational efficiency.

The contractor shall support the development and maintenance of AoH’s SIS through the following service areas.

1. System Enhancement and Development

- a. Further develop the SIS infrastructure to ensure seamless data flow between AoH systems and external platforms (e.g., OSSE).
- b. Implement solutions to current SIS limitations, including:
 - Fixes to Salesforce-to-Salesforce integration bugs impeding OSSE data transfers.
 - Development or integration using AWS AppFlow or Salesforce Bulk API.
- c. Complete revisions and update SIS modules, including:
 - Attendance and Scheduling Apps
 - NEDP tracking enhancements
 - Goal tracking dashboards
 - Grad exits workflow improvements
 - Northstar and ASPIRE assessments
 - Primary Academic Program tracking, including historical data

2. System Maintenance and Support

- a. Troubleshoot user-reported bugs or system issues.

- b. Execute minor enhancements, data imports, report building, and dashboard updates.
- c. Maintain performance optimization of the Salesforce Org.
- d. Conduct regular Org Health Reviews and apply findings from Salesforce Optimizer and Health Check tools.

3. Change Management and User Support

- a. Document up to four core business processes and provide:
 - Business Process Flow Diagrams
 - Technical Configuration Documentation
 - Data Dictionary
 - Job Aids and End-User Training Materials
- b. Conduct train-the-trainer sessions with six AoH departments to support user adoption of new enhancements.

4. Deliverables

- a. Weekly status reports outlining progress and priorities.
- b. User Stories and Testing Scripts for all enhancements.
- c. Org Review report with prioritized backlog and security audit findings.
- d. Technical Documentation and Deployment Logs.
- e. Business Process Documentation, Job Aids, and Training Materials.
- f. Fully tested deployments migrated to Production with 10 hours of post-deployment support.

V. CONTRACTOR QUALIFICATIONS

Contractors should have demonstrated experience with Salesforce development, including customization, integration and system health tools. Experience integrating education data systems, especially Student Information Systems (SIS), with external platforms such as OSSE is essential. Contractors must also be skilled in system maintenance, troubleshooting, and performance optimization, along with developing user documentation and delivering effective staff training. Prior work with education nonprofits or charter schools is strongly preferred.

Qualified contractors must:

- Hold a valid business license and insurance throughout the contract period.
- Be responsible for all employment-related taxes, insurance, and benefits.
- Include a staff chart and role descriptions for all key team members.
- Provide background on your organization, including:
 - Company history
 - Staff size and expertise
 - Average client size for similar services
 - Percent of work in technical support and nonprofit sectors
- Contractor must align with Academy of Hope's core values: CARES. We seek partners who foster inclusive, authentic environments and actively engage with the

communities they serve. We welcome contractors who demonstrate these values through inclusive hiring, community partnerships, and socially responsible practices.

- Include examples of how these values are embedded in your hiring practices, client work, and community involvement.

VI. PROPOSAL REQUIREMENTS

Proposal should be clearly organized and include the following components, in the order listed below:

➤ **Approach & Organizational Background**

- Briefly describe your organization's business model and how your approach aligns with the services outlined in this RFP. Include relevant tools, methodologies, and examples demonstrating your capacity to meet AoH's needs.

➤ **Cost Proposal**

- Proposals should include a fixed monthly retainer and a breakdown of how the contractor will allocate the budget between project-based enhancements and support services.

➤ **References**

- Provide three client references for similar completed projects, including organization, name, email address, and phone number for each.

VII. EVALUATION FACTORS FOR AWARD

In considering proposals, Academy of Hope Adult PCS will make a best-value determination. Award will be made to the applicant that conforms to the RFP's requirements and is judged to represent the best value to Academy of Hope. Best value is defined as the proposal that presents the best overall value to Academy of Hope Adult PCS, cost and other factors considered, and which presents the most advantageous offer. Such offer may not necessarily be the proposal offering the lowest cost or receiving the highest technical rating.

Academy of Hope Adult PCS will evaluate proposals based on a number of criteria, including:

- i. Clarity and depth of the contractor's understanding of Academy of Hope's needs and their ability to meet them.
- ii. Contractor demonstrated alignment with Academy of Hope's core values (CARES) through submitted materials and overall approach.
- iii. Suitability of the contractor's business model in relation to Academy of Hope's needs.
- iv. Relevant experience with similarly sized nonprofits.
- v. Past performance on similar engagements.
- vi. Cost.