



**Request for Information  
21-22**

**ACADEMIC RETURN ON INVESTMENT  
(A-ROI) ANALYSIS**

**Fresno Unified School District  
Purchasing Services  
4498 N. Brawley  
Fresno, California 93722  
559-457-3588**

## **INTRODUCTION**

Fresno Unified School District (District) is a K-12 urban public school system, including an Adult Education program, with over 100 school sites. It is the third largest school district in California, with a budget of over \$1 billion per year supporting a student population over 71,000, and 10,000 employees. The District encompasses a majority of the city of Fresno, California, over 75 square miles.

The District is seeking to partner with a firm with a successful record of providing A-ROI analysis and training specific to developing approaches to associate student achievement with relative costs for specific academic programs. The desired analysis shall be inclusive of:

- Capstone report for executive team and Board of Education summarizing key district initiatives that evaluates their effectiveness in relation to the district's investment in the initiative (A-ROI)
- Training for executive team and support staff to enable the District to perform its own A-ROI analysis on future initiatives

## **SCOPE OF REQUEST**

To support the Board of Education's continuing efforts to make informed, prudent and careful budget decisions while pursuing initiatives to support robust academic programs, the District is exploring an A-ROI model approach to assist with identifying cost-effective investments relative to student learning.

The District seeks to partner with a firm with a successful record of providing A-ROI analysis and training specific to developing approaches to associate student achievement with relative costs for specific academic programs. The desired deliverable is a report for the District's executive team and Board of Education summarizing key district initiatives that evaluates their effectiveness in relation to the district's investments (A-ROI).

## **SUBMITTAL FORMAT**

Interested firms shall submit a narrative describing their firm's approach, deliverables, and steps in performing an A-ROI. The response shall include general information about the firm, the firm's area of expertise, and the firm's official name and address. Additionally, the response shall provide a brief outline of work the firm has completed in the past that is similar to the depth and scope of the District's request, with at least three client references.

**Please submit information with clearly marked sections as listed below.**

### **Letter of Introduction**

1. Cover Letter introducing firm, services firm provides, and key personnel.

### **Experience/Service**

1. Provide detailed narrative of firm's approach, and deliverables the analysis will provide, inclusive of scope of request described in the RFI. Include typical duration of time to perform analysis.

2. Provide a sample analysis prepared by firm. Redacted sample is acceptable.
3. Provide firm's basic fees for providing an analysis described in the RFI.

### References

1. Provide three client references and description of analysis performed by firm for each.

### Financial Ability

1. Please demonstrate firm's financial stability and ability to support your submittal.

## RFI SUBMITTAL INSTRUCTIONS

1. Questions - Submit questions regarding the RFI to [ann.loorz@fresnounified.org](mailto:ann.loorz@fresnounified.org) or 559-457-3582 by November 27, 2020. Emails must state in subject, "RFI 21-22 A-ROI Question."
2. RFI Responses - Sealed RFI responses will be accepted at the Purchasing Office, 4498 N. Brawley, Fresno, California 93722, up to **3:01 P.M.** on **November 30, 2020** prominently marked with the RFI Title, Due Date, Time, and name of firm. Alternatively, firms may submit by email prior to the deadline to [ann.loorz@fresnounified.org](mailto:ann.loorz@fresnounified.org). Emails must state in subject, "RFI 21-22 A-ROI Response Submittal." Firms are responsible for confirming email was received.
3. Preparation of Submittal - Cost for developing responses to this RFI are entirely the responsibility of the firm and shall not be chargeable to District.
4. Anti-discrimination - Fresno Unified School District prohibits discrimination, harassment, intimidation, and bullying based on actual or perceived race, color, ethnicity, national origin, immigration status, ancestry, age, creed, religion, political affiliation, gender, gender identity, gender expression, genetic information, mental or physical disability, sex, sexual orientation, marital status, pregnancy or parental status, medical information, military veteran status, or association with a person or a group with one or more of these actual or perceived characteristics or any other basis protected by law or regulation, in its educational program(s) or employment. If you believe you, or your student, have been subjected to discrimination, harassment, intimidation, or bullying you should contact your school site principal and/or the District's Chief Compliance and Title IX Officer Paul Idsvoog, by phone at 559-457-3730, by email at [Paul.Idsvoog@fresnounified.org](mailto:Paul.Idsvoog@fresnounified.org), or in person at 2309 Tulare Street Fresno, CA 93721.