



# Proposal

## Quality School Review

Presented to Renee Cooper, Director of Business Operations  
East Bay Innovation Academy

April 14, 2016

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Dear Ms. Cooper:

Insight Education Group is pleased to continue earlier conversation regarding East Bay Innovation Academy's needs and provide additional information for quality school review services.

The following proposal outlines Insight's unmatched ability to identify strengths and opportunities within academic systems and integrate research-based strategies that accelerate educator and student growth. The plan described is based on over 16 years of development, implementation, and evaluation of school improvement initiatives. As an approved State Assistance and Intervention Team (SAIT) in California, we are a leader in supporting school improvement initiatives and have developed numerous award-winning programs and resources. However, it is our commitment to a client-driven process—rather than relying on “ready-made” programs—that sets us apart from others and gets great results.

Insight's staff is comprised of former classroom teachers, school administrators, and high-level district leaders, each with outstanding records of success. Our unique structure allows us to provide the Academy with a highly qualified team of specialists, including Jason Culbertson (President/Executive Sponsor) and Patricia Keiller (Partnership Manager/Associate), who possess the experience and expertise necessary to ensure a successful partnership that results in lasting change.

While this proposal presents a detailed and thorough plan based on our interpretation of the Academy's needs, it is always our practice to engage directly with clients to determine the best scope and sequence of services within desired timelines and budgets. We look forward to working together with East Bay Innovation Academy to find the right solutions and help you achieve your goals.

Respectfully,



Michael Moody  
Co-Founder, Insight Education Group

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## Section 1: Introduction

Insight Education Group supports the growth of educators through strategic approaches to improvement grounded in research and best practices. Since 2000, we have partnered with schools, districts, charters, states, and education organizations nationwide to understand their needs and provide matching support.

As a strong voice in the national conversation on school improvement practices, Insight has developed the specialized knowledge and skillset needed to conduct deep, impartial assessments of school performance and provide meaningful analyses that trigger systematic growth.

We believe that a thorough review process is an essential first step in the development and implementation of an effective academic plan, and strive to make school reviews living processes by partnering with stakeholders to work towards ambitious, but achievable, short- and long-term goals.

The efficacy of our work has been documented in prominent studies like the Bill and Melinda Gates Foundation's *Measures of Effective Teaching Project*. Additionally, Insight is regularly called upon to collaborate with educational foundations and organizations including the US Department of Education, The Aspen Institute and The Broad Foundation on issues related to school improvement, educator effectiveness, and professional development. Since 2014, we have been featured in Education Week, T.H.E. Journal, eSchool News, SmartBrief, District Administration, Scholastic, and Tech & Learning.

### Where we work

For over 15 years, Insight has worked with states, districts, charters, and schools to build, implement, and sustain educator effectiveness and instructional initiatives through strategic consulting, professional development, coaching and the implementation of custom

*Since we were approved by the California Department of Education in 2005 to serve as part of a State Assistance and Intervention Team (SAIT), we have been regularly called upon to conduct school reviews and provide technical assistance as part of a collaborative process between district/school stakeholders and the SAIT.*

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products. We are proud to work with talented educators every day and build lasting relationships. Below are some of our most recent clients and partners.

## Districts & States

- Achievement School District (TN)
- Baltimore City Public Schools (MD)
- Chicago Public Schools (IL)
- District of Columbia Public Schools (DC)
- Denver Public Schools (CO)
- Highland Falls (NY)
- Los Angeles Unified School System (CA)
- Lost Hills Union School District (CA)
- Memphis City Schools (TN)
- New Schools for New Orleans (LA)
- Newark Public Schools (NJ)
- Newton County Schools (GA)
- Passaic Public Schools (NJ)
- School Districts of Philadelphia (PA)
- Shelby County School District (TN)
- St. Hope Public Schools (CA)
- UNO Charter Schools (IL)
- Syracuse City School District (NY)
- Tennessee Department of Education

## Government & Organizations

- Aspen Institute
- Broad Center for the Management of Schools
- California Charter School Association
- KIPP Foundation
- Mass Insight
- Partnership for Los Angeles Schools
- New York State Department of Education
- Passaic Board of Education
- Tennessee Charter School Incubator
- The Bill and Melinda Gates Foundation
- The KIPP Fisher Fellows Foundation
- The New Teacher Project
- U.S. Department of Education
- University of the State of New York Regents
- Western Region Education Service Alliance

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## Schools

- Academia Moderna (CA)
- Academia Avance (CA)
- Achieve Charter School (CA)
- Adams Traditional Academy (AZ)
- Arts in Action Community Charter School (CA)
- Avenal High School (CA)
- Ballington Academy for the Arts and Sciences (CA)
- Century Academy for Excellence (CA)
- Churchwell Elementary School (TN)
- College Prep Middle School (CA)
- Conservatory of Vocal and Instrumental Arts (CA)
- Crown Preparatory Academy (CA)
- Delta Elementary Charter School (CA)
- El Camino Real Charter High School (CA)
- Floyd Middle School (GA)
- Grad Academy Memphis (TN)
- Grimmway Academy (CA)
- Guajome Schools (CA)
- Iftin Charter High School (CA)
- KIPP Los Angeles (CA)
- New Los Angeles Charter School
- New West Charter School (CA)
- Robert Churchwell Museum Magnet School (TN)
- Sherwood Montessori School (CA)
- Sierra Expeditionary Learning School (CA)
- Southside Middle School (AR)
- TEACH Academy of Technologies
- TEAM Charter School
- The Mission Preparatory School (CA)
- Utopian Academy (GA)
- Valley Charter School (CA)
- Vincent Academy (CA)
- Westlake Charter School (CA)
- Wildflower Open Classroom Public Charter School (CA)

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## How we work

As experienced educators, facilitators, and educational technology specialists, we appreciate the challenges and nuances of implementing new systems and initiatives – and we know the keys to making them stick.

Insight’s structure enables us to provide clients with a qualified and collaborative team of specialists. Below reflects the specific roles and responsibilities of each team member assigned to the Academy’s contract:

**Executive Sponsors** include Insight’s principals and executive team members, who ensure contract fulfillment, oversee all elements of service delivery and communicate regularly with project staff and clients to guarantee optimal results. Executive Sponsors have extensive backgrounds in education, as well as specific experience managing large contracts in this capacity.

*In this project, Jason Culbertson will serve as the Executive Sponsor.*

**Partnership Managers** have direct responsibility for contract deliverables and serve as the primary point of contact for clients. Partnership Managers have strong backgrounds as teachers and administrators. Their primary responsibilities include facilitating meetings, preparing status reports, completing or delegating tasks, convening stakeholder groups, monitoring project milestones and budget and delivering professional development.

*In this project, Patricia Keiller will serve as the Partnership Manager.*

We begin every engagement with a thorough implementation planning process to clarify goals and establish agreed-upon timelines and deliverables for the work. To ensure open communication and that clients remain up to date on progress, Weekly Status Reports will be developed and sent by the Partnership Manager to identified project stakeholders.

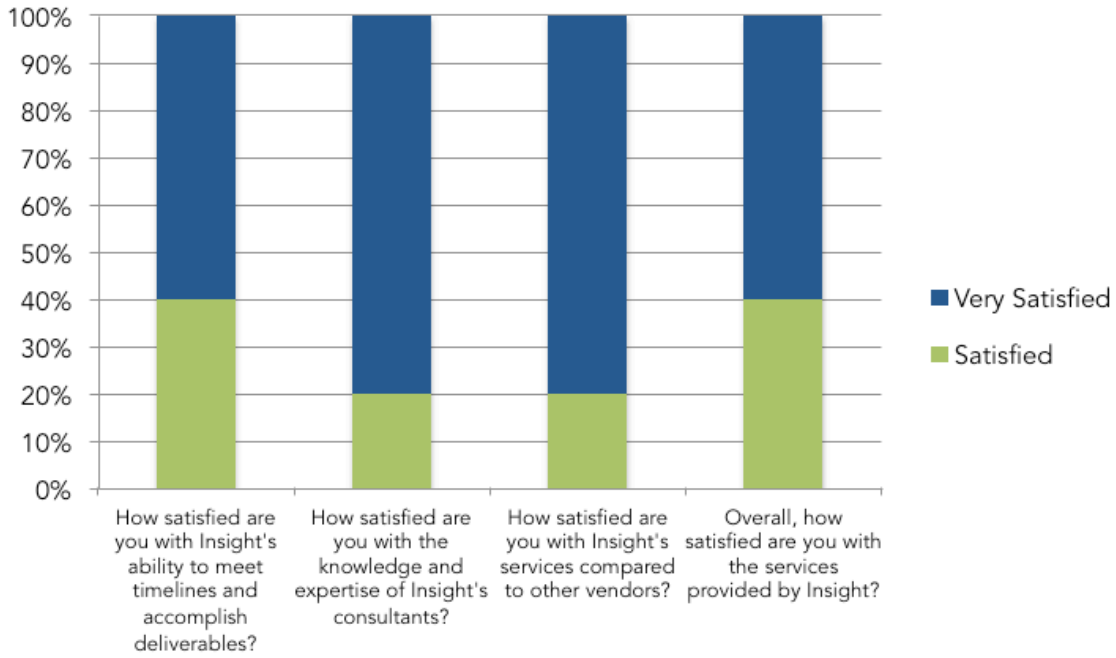
Additionally, we consistently seek feedback from stakeholders and make appropriate adjustments to our services based on that feedback. We administer two types of surveys:

**Service Surveys** to formatively assess the effectiveness of our work.

**Client Satisfaction Surveys** sent directly to district or school executives to gain overall input on the quality and value of our services.



Below is a snapshot of our most recent Client Satisfaction Survey results.



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## Section 2: Scope of Work

In a collaborative effort with the Academy's stakeholders, Insight will conduct a thorough school review based upon criteria developed and/or endorsed by the California Charter Schools Association (CCSA) and aligned to the quality standards set forth by the National Association of Charter School Authorizers (NASCA).

In addition, as a state-approved, CDE School Assistance and Intervention Team (SAIT), Insight is particularly suited to work with schools in this process. We are confident in our ability to support the development of a high-quality report of findings and recommendations that integrate the school's current objectives with the outcomes of the assessment. The report of findings will reflect comprehensive data collection and analysis, and will include the participation of multiple stakeholders at the school.

Our theory of action regarding school reviews is based upon the idea that successful implementation of actionable insights requires a deep understanding of effective instruction, pedagogy, and diagnostic and professional reflection processes. We strive to ensure that schools do not conceive of the review process as an annual check up; but rather a living process that continuously informs improvement.

Specifically, throughout this process, Insight will:

- Work with school leaders to clarify objectives and areas of focus
- Conduct interviews with stakeholders, including school leaders, teachers, and support staff
- Conduct observations of classroom and administrative operations and structures
- Review all available and applicable data, including student assessments, teacher observation records, etc.
- Utilize both qualitative and quantitative analysis techniques to capture and analyze data
- Synthesize findings into coherent themes
- Develop a report of findings

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The primary deliverable of the school review process is a final report of findings presented to the Academy's leadership. The report will highlight key areas of opportunity and provide clear recommendations to guide the Academy moving forward.

Based upon our experience conducting similar projects, it is expected that this phase will span two weeks.

## Section 3: Pricing

The table below represents the projected fees based upon our current understanding of the work and the scope presented in Section 2. Should the specifications of the project change, fees will be adjusted accordingly. All pricing is subject to final terms and conditions.

TOTAL CONTRACT PROPOSAL SUMMARY	
	FEES
Consulting Project Fees	
Service Delivery: Quality	
School Review	\$8,850
<b>TOTAL CONTRACT FEES</b>	<b>\$8,850</b>

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## Section 4: References

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