Evaluation of Justice in the Classroom
Request for Proposal

Summary and Background:

The John Marshall Foundation (JMF) received a grant from the Dominion Energy Charitable Foundation to conduct an evaluation of its civics and history education program for grades 6-12, Justice in the Classroom (JIC). The program brings social studies education to life through a series of educational programs designed to enhance the teaching of civics, history and government. JIC is multimedia and is designed to be a supplement and aid for teachers of civics and history to students in grades 6-12. It currently includes lesson plans keyed to the Virginia Standards of Learning (SOLs) and national standards and is free to teachers both through the JIC website (justiceintheclassroom.net) and teacher workshops that are presented throughout the Commonwealth of Virginia. Hundreds of teachers have been trained on the program, and thousands of students, including many in our most under-served areas, have benefitted from its rich resources.

Project Description and Goals:

JMF seeks an evaluation of JIC which focuses on three key areas:

1. Sustainability, specifically developing a model to ensure the ongoing administrative and financial security of the program;

2. End-user evaluation methods, specifically looking at current tools and developing further measures that employ technology and offer the opportunity for users to give both objective and subjective feedback; and

3. Expansion, specifically assessing further growth into new geographic areas of Virginia and beyond, into elementary schools, and into new areas of focus, such as trauma informed civics for students living in high-violence, high incarceration areas.

Project Deliverables and Scope:

1. Sustainability

- Research and identify potential grantor partners, including those who fund education programs about the rule of law, civics, U.S. history and the Constitution.
- Evaluate staffing needs to provide necessary manpower to sustain the program going forward, such as full- and part-time staff, an Education Director, volunteers and interns. Examine Education Director positions at similar organizations and develop a job description for an Education Director. Provide a recommendation and cost analysis for staffing JIC that is consistent with JIC's budget.

- Examine current methods of reproducing and distributing JIC curriculum materials for teacher workshops and establish a system for ongoing review, maintenance, and development using industry best standards.

2. Evaluation Methods

- Examine current feedback tools used to measure successes and opportunities for growth, and develop additional user-friendly tools which seek to measure objective results.
- Evaluate software-based measurement tools available and make recommendations on the advisability of using these measurement tools.
- Examine methods to measure teachers' use of JIC and ways to report impact of JIC on student, teacher and/or classroom experience.
- Review annual Impact Report and offer recommendations on strengthening the report.

3. Expansion

- Research Virginia and the mid-Atlantic for established conferences and events to serve as distribution vehicles for JIC materials and teacher professional development.
- Review local and national players in the civics and history education environment, including historic sites and museums, and identify potential partners for collaboration with JIC content.
- Identify marketing and public relations channels for development opportunities specific to JIC.
- Investigate and assess the need for an elementary school JIC program.
- Investigate and assess further growth into new school districts in Virginia and expansion beyond the Commonwealth.
- Research and make recommendations for long term curriculum goals, such as further development of modern applications of the rule of law, introduction of trauma-informed practices to existing curriculum and application to English language learners.

Project Timeline:

September 27, 2019	RFP issued
November 1, 2019	Proposals due to JMF
November 1 - December 1, 2019	Proposal review and period for additional inquiry from JMF
December 1, 2019	Expected award date
January 1, 2020	Project start date
January 27, 2020	JIC teacher workshop for observation
May 22, 2020	Project end date and initial report to JMF

Submission Guidelines and Requirements
Please submit the following no later than 5:00 pm, November 1, 2019, to Joni Albrecht via email at jonialbrecht@johnmarshallfoundation.org. Please put "Justice in the Classroom Proposal" in the subject line.

1. Description of approach, which describes how you will carry out each of the tasks outlined above.
2. A summary of your recent and relevant projects.
3. A detailed budget, with firm fixed price for performing the deliverables in this request.
4. Proposed schedule and milestone guidelines.
5. Description of key personnel with resumes.

Following the initial screening of proposals, JMF may contact RFP respondents to seek additional information.

Budget
We are seeking a project evaluation including the above deliverables for a fixed fee in the range of $15,000 to $20,000, and encourage RFP respondents to provide their most competitive price in their initial proposals.

Additional Information
Further information about JIC and JMF, including the 2018 Impact Report, is available at johnmarshallfoundation.org and by request via email sent to kathrynselden@johnmarshallfoundation.org. This is a competitive procurement process. In order to submit your best response, please feel free to contact Joni Albrecht at JMF with questions about this RFP and its scope.

Selection Criteria
Particular attention will be given to teams with extensive experience in the ed/tech sector, a proven ability to create technology-based evaluation tools, demonstrated expertise in creating financial sustainability models for non-profits, and knowledge of and effective outreach to educational and capacity building funding sources.

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