

# SEATTLE PRESCHOOL PROGRAM PROCESS EVALUATION RFP

INFORMATION SESSIONS | APRIL 9 & 11, 2025

# INTRO

**Welcome: Please enter your name and affiliation into the chat box.**

**Information Session Purpose:** Provide overview of solicitation and proposal submission instructions and accept questions.

## **Q&A:**

- Please type questions into the Chat Box during the session.
- Responses to questions recorded during each information session will be posted on the solicitation web page under “Reference Links and FAQ” within three business days.

# SEATTLE DEPARTMENT OF EDUCATION & EARLY LEARNING (DEEL)

The Department of Education and Early Learning (DEEL) was created to facilitate the City of Seattle's support for the educational and developmental needs of children in Seattle across the preschool to postsecondary education continuum.

DEEL's main educational investments, funded through the Families, Education, Preschool and Promise (FEPP) Levy, a voter-approved property tax levy, include:

- Seattle Preschool Program
- K-12 academic, enrichment, and health supports
- Seattle Promise, a college access program

*[See FEPP Levy Implementation and Evaluation Plan](#) for details.*

# ABOUT THE SEATTLE PRESCHOOL PROGRAM (SPP)

## History and Model

- SPP launched 10 years ago in 2015
- Provides free or affordable preschool access to families throughout Seattle
- Mixed delivery model: preschool providers include community-based organizations (CBO's), family home child care (FCC) providers, and Seattle Public Schools (SPS).

## Core Goals

- Seattle students have access to and utilize high-quality early learning services that promote success in kindergarten
- Support preschool providers to offer learning environments that are evidence-based, high-quality, culturally-responsive, and equitable
- Provide families with multiple ways to access high-quality early learning services
- Contribute to closure of race-based opportunity gaps

# SPP STRATEGIES AND PARTICIPATION

## Strategies

- Sliding scale tuition assistance to expand preschool access
- Teacher training and individualized coaching to support high quality teaching practices
- Comprehensive Support: Health services, technical assistance, and supplemental funding to meet individualized needs of children and families.

## Enrollment

- Currently serves 2,000+ children across 149 classrooms.
- 73% of children enrolled in SPP identify as Black, Indigenous, and People of Color (BIPOC)
- 38% of SPP children have a primary home language other than English
- 29% are from homes with incomes under 185% of the Federal Poverty Level

# SCHOOL-BASED INVESTMENTS (SBI): OVERVIEW & STRATEGIES

## Program Overview

- FEPP-funded supplemental supports in 30 SPS schools (elementary, middle, and high)
- Designed to address systemic barriers for students furthest from educational justice
- School-led, outcomes-based model with culturally responsive interventions

## Elementary School Strategies

- **Early Literacy & Math:** Targeted tutoring, intervention blocks, double-dose instruction
- **Social-Emotional Learning:** SEL curriculum, restorative practices, culturally sustaining pedagogy
- **Kindergarten Transitions & Vertical Alignment:** Bridge programs, peer mentoring, and preschool alignment
- **Family Engagement:** Bilingual outreach, workshops, and school-community partnerships



View details on **page 4-5 of the Request for Proposals.**

# SOLICITATION OVERVIEW

**DEEL seeks an experienced consulting team to conduct a formative evaluation examining the supports for preschool children transitioning from Seattle Preschool Program to elementary schools receiving DEEL educational investments.**

**The purpose of this evaluation is to:**

- **Evaluate existing strategies** in DEEL-funded preschool and elementary school settings related to Seattle Preschool Program children's transition to K-12 schooling
- **Identify needs or gaps** in SPP kindergarten transition supports
- **Provide actionable recommendations** for DEEL and its funded partners to support alignment between children's preschool and K-12 experiences and promote equitable elementary school learning outcomes

**Contract implementation will span August 2025– June 2026 (11 months).**

**The maximum cost of work is \$200,000.**

# SCOPE OF WORK

The work for this contract will take place in three phases, with payment made upon receipt of deliverables.

Phase	Scope of Work Elements	Anticipated Timing
<b>Start-Up Phase</b>	Contract Negotiation & Execution Period	July 2025
<b><u>Work Phase 1</u> Design</b>	Engage DEEL staff and stakeholder advisory committee to finalize evaluation questions, methods, and implementation plan.  <b>Deliverables:</b> Evaluation Design and Work Plan.	August– September 2025
<b><u>Work Phase 2</u> Implementation</b>	Implement evaluation as designed in Work Phase I, including primary data collection and analysis.  <b>Deliverables:</b> Data collection protocols, Interim Progress Report.	October– April 2026
<b><u>Work Phase 3</u> Reporting</b>	Report evaluation findings and recommendations to DEEL staff and stakeholders.  <b>Deliverables:</b> Technical report with strategy recommendations, community-facing brief, presentations.	May– June 2026

View details about performance schedule and scope of work on **pages 5-6 of the Request for Proposals.**

# SCOPE: METHODS

## Methods

- In the evaluation design phase, the successful contractor will engage DEEL staff and preschool and school district stakeholders to finalize design, including any recommended adjustments to evaluation questions and methodology.
- DEEL expects a mixed methods design (integrated qualitative and quantitative inquiry)
- The consultant may rely on a combination of primary data collection and secondary data provided by DEEL, as appropriate, to sufficiently address evaluation questions.

## Available secondary data includes:

- Student-level demographic, attendance, and assessment records for preschool and elementary school students
- Student-level records of participation in DEEL-funded elementary school interventions
- Preschool classroom-level data, including quality assessments and teacher information
- Preschool family and teacher surveys

# SCOPE: EVALUATION QUESTIONS

**Preliminary evaluation questions DEEL seeks to address with this evaluation:**

- 1. What strategies do SPP providers currently use to prepare preschool children and their families for the transition to elementary school?**
  - a) What barriers and/or success factors do providers experience with supporting preschool-to-elementary school transition?
- 2. What strategies do FEPP levy funded elementary schools currently use to support preschoolers' transition to elementary school?**
  - a) How do these strategies compare to the standard approach to elementary school transition across Seattle Public Schools?
  - b) What barriers and/or success factors do elementary schools experience with supporting the preschool-to-elementary school transition?
- 3. In what area(s) is there greatest need for improvement in children's preschool to elementary school transition to support equitable learning outcomes in grades K-3?**
- 4. How can DEEL and its funded partners (SPP providers and SBI elementary schools) improve alignment between children's preschool and K-12 experiences to support equitable learning outcomes?**

# SCOPE: STAKEHOLDER ENGAGEMENT & REPORTING

**Reporting:** at the conclusion of the evaluation, the consultant will submit/conduct:

- Technical research report
- Community-facing brief (executive summary of findings for non-technical audience)
- PowerPoint presentations to key stakeholder groups (Summarizing technical report)

## **Partnership & Engagement**

- The consultant will collaborate with Performance & Evaluation staff and a core team of DEEL Early Learning and K-12 Division staff throughout the project.
- Consultants are invited to propose strategies for engaging stakeholders to support the quality of the evaluation, including approach to presentation and sense-making of evaluation findings to different audiences.

# MINIMUM QUALIFICATIONS

**Proposals will be considered from prospective evaluation teams that meet the following qualifications:**

## **Minimum Qualifications**

1. Principal investigator has experience with a project of similar scope and budget.
2. Principal investigator has conducted evaluation(s) related to early childhood education within the last five years.
3. Consultant team has demonstrated experience conducting process evaluations and/or developmental evaluations to facilitate program improvements.

**The following are required by the selected consultant for contract execution but do not need to be submitted during application process:**

- Proof of WA State Business License
- City of Seattle Business License
- Insurance documentation

# DESIRED QUALIFICATIONS

Competitive proposal teams will meet some or all of the desired qualifications below.

1. Consultant team has demonstrated **experience applying mixed methods** (integrated qualitative and quantitative methods) to evaluate programs.
2. Principal Investigator and/or key members of evaluation team have subject matter expertise and/or evaluation **experience related to early elementary school education**.
3. Consultant team demonstrates knowledge and **experience applying equity principles and culturally responsive practices** in a research or evaluation setting.
4. Consultant team demonstrates knowledge and/or applied experience with **administrative structures and practices in public elementary schools**.
5. Consultant team demonstrates knowledge of **multiple early childhood education delivery settings**, including school-based, community-based, and family home childcare.

# RESPONSE MATERIALS & SUBMITTAL

**Submittal:** DEEL will accept proposals materials only through the online Submittable platform. **Submission deadline:** **May 9, 2025, 11:59 PM PST**

## Response Materials:

- **Letter of Interest** (optional)
- **Proof of Legal Business Name**
- **Consultant Questionnaire**
- **Description of Minimum Qualifications:** response must demonstrate that minimum qualifications are met for the proposal to be considered.
- **Written Proposal Response:** includes team composition and competencies, anticipated evaluation approach, stakeholder engagement strategy, and proposed communication and reporting protocols.\*
- **Cost Proposal**
- **Prior Work Samples**
- **List of Professional References**

\*Review pages 8-10 of the Request for Proposals for details.

# SELECTION PROCESS

- **Initial Screening (technical compliance):** for proposals to be considered, consultant must include all required documents and effectively demonstrate that they meet minimum qualifications.
- **Proposal Evaluation:** proposals will be evaluated, scored, and ranked by a review panel according to scoring criteria provided on pg. 10 & 11 of the Request for Proposals.
- **Interviews:** Top scoring candidates will be invited to an interview with the review panel on May 28th or May 29th, 2025\*
- **Award notification:** Candidates will be notified of intent to award (or non-award) on June 20, 2025\*

*\*Dates subject to change. Changes will be posted on the City's Funding Opportunities page on the DEEL website: <https://www.seattle.gov/education/for-providers/funding-opportunities/2025-spp-process-evaluation-rfp>*

# REFERENCES

Reference materials are provided in the RFP for background about DEEL's preschool and elementary school investments, including:

- **Seattle Preschool Program web page:** view details about SPP scope and its providers
- **School-Based Investments Fact Sheet:** Learn more about DEEL's school-based investments
- **2022-23 DEEL Annual Report:** Investment participation and population-level outcome trends
- **Seattle Preschool Program Evaluations:** impact and process evaluations conducted by past evaluation partners
- **School-Based Investments Evaluation:** implementation and impact evaluation of FEPP-funded K–12 strategies

**Access:** RFP Section 10: Reference Links and [solicitation web page](#).

## Q&A

**To submit a question:** email [DEELFunding@seattle.gov](mailto:DEELFunding@seattle.gov) with "Question: SPP Evaluation RFP" in the subject line.

**Responses will be posted on a rolling basis to the solicitation web page.** Individuals will not be notified of posted responses and are expected to monitor the site for updated Q&A.

**Deadline to submit questions:** May 5, 2025, 11:59 p.m. PST