

## **Action Item - 21**

**Title:** Contract w/ Various Vendors - Transformative Professional Development & Coaching (\$3,000,000) – 3.12.2025

**Board of Education Meeting Date:** 3/27/2025

### **Action Under Consideration:**

The Administration recommends that the Board of Education authorize The School District of Philadelphia, through the Superintendent or his designee, to execute and perform a contract, subject to funding, as follows:

#### **With:**

Partners in School  
Learners Edge  
EL Education  
EduService  
Educentric  
EdConnective Inc  
Catapult  
Carnegie Learning  
California Creative  
Better Lesson

#### **Purpose:**

To deliver professional development (PD), facilitate professional learning communities (PLC), and provide coaching support for various District initiatives.

**Start date:** 4/1/2025

**End Date:** 6/30/2026

#### **Compensation not to exceed:**

\$3,000,000

#### **Separate Compensation by Contractor:**

All entities will be paid out of the aggregate amount not to exceed \$3,000,000

#### **Location:**

All Administrative Offices, All Schools

#### **Renewal Option:**

Number of options: 3; Duration of each option: 1 year

#### **Maximum Compensation authorized per option period:**

All vendors will be paid out of an aggregate amount not to exceed 110% of the prior year amount per option period

**Description:**

**Why is this contract needed?**

Exceptional school districts are led by exceptional leaders and supported by highly skilled personnel. The School District of Philadelphia's (District) Division of Academic Services (Academics) is dedicated to driving significant student growth and achievement by evaluating, supporting, and developing outstanding teachers, school leaders and related central office personnel. In conjunction with the Office of Professional Learning, Academics designs and implements strategies aimed at assessing, developing, and retaining top-tier leaders and staff. Our goal is for every school to be guided by a highly effective principal, every classroom led by an excellent teacher, and both backed by strong, effective central office teams.

The vendors qualified through this action item will serve as a repository for the District to utilize as needed (all vendors may not be utilized) in support of developing and/or implementing various professional development, coaching and training opportunities for our schools and central office. The proposed vendors offer a range of programs and services designed to address the diverse needs of our schools and central office. Over the coming months, Academics will leverage existing data to identify the specific development needs of our schools and central office teams in support of all functions across the District and engage the vendors best suited to support the areas identified.

The professional development and coaching supports aim to enhance the skills of central office and school leadership to become highly effective instructional leaders and building managers. ***These contracts are needed to increase the District's capacity and ability to respond to and supplement various nuanced needs of schools throughout the school year.*** The supports provided must be adaptable to all core content areas and align with the District's existing instructional resources and leadership frameworks. The contract(s) will support;

- delivery of targeted, actionable feedback and support to emerging, new, and struggling leaders
- side-by-side guidance to build leaders' capacity as systems and talent leaders
- development of systems that enhance teacher feedback to drive student success
- enhancing leaders' organizational and operational management skills, such as conducting difficult conversations, time management, team building, distributive leadership, data analysis, and equitable management of talent and resources
- design and facilitation of professional development for school administrators and leadership teams

**How will the success of this contract be measured?**

Success will be measured by improvements in student learning outcomes and leader proficiency on the Framework for Leadership. The Assistant Superintendents review mid-year and end-of year student achievement and progress data as measured by benchmark exams, PSSA results, and School Progress Report (SPR) scores. Additionally, the District's newly implemented Rounds Model will provide data on the developments needed and subsequently capture evidence of effective implementation as observed during practice.

**When applicable, was a larger community of District community members and/or stakeholders involved in this selection process? If so, what groups and how?**

Consistent with the District's competitive procurement process, the selection process resulting in these proposed contractors included a committee of District staff with relevant programmatic experience. It also included technical IT and fiscal experts who reviewed and evaluated contractors' RFQ responses.

**Which Goal and/or Guardrail does this Action Item support?  
Has this investment been discussed during a progress monitoring session?  
Which session?**

This action item supports Goals 1-5 as the professional development and/or coaching supports aims to improve the quality and performance of all of our teachers and school leaders. Improving the quality of instruction and leadership will enhance student outcomes in Math, ELA and Career and Technical programming which ultimately leads to an increase in the percentage of students that will graduate ready for college and career.

**Does this Action Item support a specific strategy/intervention identified in the Strategic Plan?**

Strategic Action 3.9; Provide more support to teachers in the area of content knowledge, student engagement and culturally relevant instructional practices. 3.18 Develop a "rounds model" for Central Office staff to visit schools, provide support and debrief feedback

**Related resolution(s)/action item(s)**

N/A

**Funding Source(s)**

FY24-25 Operating and Categorical  
FY 25-26 Operating and Categorical

**Office Originating Request:**

Academic Services