Center City Public Charter Schools
Character. Excellence. Service

November 6, 2026

RE: RFP for Executive Instructional Leader Support for the Managing Directors of Schools (1/4/2027 through 6/30/2027)

Attention Interested Parties:

Center City Public Charter Schools, Inc. operates six public charter school campuses in the District of Columbia. Two Managing Directors of Schools supervise and coach the principals at five of those campuses, and one of the Managing Directors also leads a campus directly.

Center City PCS would like to engage an experienced instructional leader (the "Executive Instructional Leader") to support and coach the Managing Directors of Schools, beginning 1/4/2027 and culminating in a summary report and summative reflective debriefs in mid-to-late May 2027. The work will strengthen the Managing Directors' use of data to set instructional priorities, their coaching of principals, and the organization's internal capacity to improve student achievement.

The goal is to enter into a contract with a professional and dynamic firm or individual who is able to meet all requirements identified below.

OBJECTIVE AND SCOPE OF WORK

The objective of the RFP is to determine the most qualified organization or individual to serve as Executive Instructional Leader and to provide the following services:

1. Data Driven Instructional Leadership and Internal Capacity Development
The Executive Instructional Leader shall support the Managing Directors in using quantitative and qualitative data to identify instructional priorities, establish measurable improvement goals, and develop differentiated coaching strategies for principals aligned to school goals and improving student achievement. Responsibilities will include:

- Assess the effectiveness of existing principal coaching, supervision, and accountability structures, including review of the Managing Director of Schools job description, Center City's leader evaluation instrument (annual objectives and key results, domain-based rubrics with behavioral anchors, and the campus–central office partnership component), and the Professional Standards for Principal Supervisors (CCSSO, 2015).
- Analyze school-level and student-level academic performance data, including DC CAPE results, interim assessments, student growth measures, classroom assessment data, and other relevant indicators of student performance, to inform coaching and to align coaching to drive improvement in student outcomes through principals.
- Evaluate student performance across grade levels, content areas, student groups, and classrooms to identify achievement gaps, instructional trends, and priority areas for improvement, with particular emphasis on the District's shift in state testing for spring 2027.
- Support the Managing Directors in identifying the underlying causes of instructional performance challenges and distinguishing between symptoms, root causes, and potential improvement strategies.
- Assess the alignment among school improvement goals, principal leadership priorities, instructional practices, and student achievement outcomes.
- Support the Managing Directors in developing actionable, measurable coaching priorities for individual

principals based on their school's academic performance and demonstrated leadership needs.
- Support the Managing Directors in establishing meaningful benchmarks and monitoring systems to evaluate progress toward school improvement goals in their roles as principal supervisors.

2. Job-Embedded Coaching and Co-Observations

The Executive Instructional Leader shall provide direct, job-embedded coaching to strengthen the internal capacity to observe, evaluate, and improve instructional leadership practices. Emphasis will be placed on strengthening the Managing Directors' ability to balance developmental coaching with accountability for implementation and results. Responsibilities will include:

- Conduct up to twenty (20) observations of classroom instruction with the Managing Directors and, as appropriate, school principals across the five campuses (approximately two to four per campus). Proposers should recommend a visit schedule and explain their rationale.
- Facilitate observation debriefs focused on identifying instructional strengths, gaps in implementation, and high-leverage opportunities for improvement.
- Coach the Managing Directors in providing principals with specific, actionable, evidence-based feedback to improve student achievement outcomes tied to school goals.
- Observe and provide feedback on the Managing Directors' coaching conversations with principals, including the quality of questioning, identification of priorities, clarity of expectations, and establishment of follow-up actions.
- Establish routines for follow-up observations to assess whether recommended instructional changes are being implemented consistently and effectively, and coach the Managing Directors in evaluating not only whether principals complete agreed-upon actions, but also the quality and effectiveness of their implementation.

3. Reflection and Summary Report Out

- Provide a mid-year formative feedback summary to the CEO and each Managing Director.
- Collaborate with Executive Leadership to deliver a summary report in mid-to-late May 2027 on the support provided, strengths, opportunities for improvement, and opportunities for maximizing organizational capacity, including ratings against the Center City leader evaluation rubrics, supporting evidence, and recommended next steps.
- Facilitate a summative reflective debrief with each Managing Director and the CEO.

Service Contracts Requirements

- The contract will commence on 1/4/2027, or on the later effective date permitted under DC Public Charter School Board contract submission requirements, and expire on 6/30/2027, and there should not be any penalties for cancellation on or after the expiration date. An optional one-year renewal clause may be included.
- Anticipated timeline (proposers should recommend their own timeline in their proposals): kickoff, document review, and data review in January 2027; analysis of school and student performance data, coaching priorities, and benchmarks in January–February 2027; co-observations and job-embedded coaching from late January through May 2027, including follow-up observation cycles; mid-year formative feedback summary in February 2027; draft summary report to the CEO in early May 2027; final summary report in mid-to-late May 2027; and summative reflective debriefs in late May to early June 2027.
- The Executive Instructional Leader will create their own schedule in coordination with the CEO and the Managing Directors. Visits should be scheduled at least one week in advance. Missed or canceled visits must be rescheduled.

- Center City PCS is not specifying a budget ceiling for this engagement. Proposals should include a fee schedule by component (for example, per visit, per deliverable, or hourly with a not-to-exceed amount), inclusive of travel and report preparation.
- Invoices must be sent monthly to the Accounts Payable department via email at ap@centercitypcs.org. Invoices should be itemized by activity (data analysis, observations and coaching, reports, debriefs).
- Services beyond what are outlined in the contract must be approved by the CEO prior to being provided/invoiced.
- All observations, coaching notes, drafts, and reports concerning the Managing Directors are confidential personnel information and may be shared only with the CEO, the Managing Director concerned, and others the CEO designates. Student and school data must be stored securely and returned or destroyed at the end of the contract.

Proposal Requirements

1. Firms or individuals should provide a proposal that addresses all components above. Teams should name a lead and identify each team member.
2. The Executive Instructional Leader must have at least eight (8) years of experience as a principal or principal coach and a record of improving student outcomes, or equivalent experience. Résumés for all team members must be included.
3. The Executive Instructional Leader should have demonstrated experience analyzing school-level and student-level performance data, including state assessment results, to drive coaching and school improvement. Familiarity with DC CAPE and the District's testing changes is preferred.
4. The Executive Instructional Leader should be fluent in the Danielson Framework for Teaching (2022) or a comparable instructional framework, with experience calibrating observations, and familiar with the Professional Standards for Principal Supervisors.
5. Experience coaching principals or principal supervisors, preferably in urban or DC public charter school settings, is preferred.
6. A proposal must describe the proposed approach, including the data analysis process, the visit design and schedule, the coaching model, the proposed timeline, and the structure of the summary report and debriefs. A sample (redacted) report or tool should be included.
7. A proposal must include the cost of all components, as described under Service Contracts Requirements.
8. Bidders must include at least two references for similar work, preferably from school or school-system leaders.
9. All team members scheduled to work in the schools must have completed criminal and sex offender background checks administered by the contractor.
10. Bidders must disclose any current or prior consulting, coaching, supervisory, or personal relationship with the Managing Directors, the CEO, Center City board members, or key staff that could affect independence or constitute a conflict of interest.
11. Contractor must meet all requirements identified above.

Proposal Process

Firms or individuals are encouraged to contact Center City PCS to gather information about our mission, values and culture. Additionally, firms are invited to contact Russ Williams at rwilliams@centercitypcs.org to learn more about this proposal. Questions must be submitted by Thursday, November 12, 2026 at 12:00 noon ET.

All proposals should be addressed to:
Jackie Green
Center City Public Charter Schools

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jgreen@centercitypcs.org

Proposals should be submitted electronically, as a PDF, to jgreen@centercitypcs.org. Proposals will be evaluated on qualifications and local charter school experience, quality of the proposed approach and visit schedule, use of data, cost, and references. Center City PCS will select a vendor using these criteria and is not required to select the lowest-priced proposal.

Please submit all proposals by Thursday, November 19, 2026 at 12:00 noon ET. Center City PCS reserves the right to change the deadline during the process and will communicate the same with all interested parties. Center City PCS also reserves the right to reject any or all proposals.

Notice of this request for proposals will be published in the D.C. Register and in two newspapers of general circulation in accordance with the DC School Reform Act and DC Public Charter School Board procurement requirements. No contract will be awarded earlier than seven business days after publication.

Thank you for considering this request for proposal.

Sincerely,

Jackie Green