



Request for Proposals (RFP)

Evaluation of Investments to Recruit and Retain Educators in California

Issued by:

Kern County Superintendent of Schools (KCSOS) in partnership with the
California Commission on Teacher Credentialing (CTC)



Kern County Superintendent of Schools

Office of John G. Mendiburu, Ed.D. — Advocates for Children

RFP Timeline

Intent to Submit Due: **July 30, 2026 (6 PM)**

Clarifying Questions Due: **July 31, 2026 (5 PM)**

Answers to Clarifying Questions: **August 7, 2026**

Proposal Due Date: **August 21, 2026 (5 PM)**

Anticipated Award Date: **No later than September 25, 2026**

Project Period: **Upon contract execution – July 1, 2029**

First Deliverables: **No later than July 1, 2027**

Background and Purpose

The Kern County Superintendent of Schools (KCSOS), in partnership with the Commission on Teacher Credentialing (CTC), the California Student Aid Commission, and other stakeholders, will contract for an independent evaluation of the state's investments in educator recruitment and retention, specifically the Student Teacher Stipend Program, and the National Board for Professional Teaching Standards Certification Incentive Program, authorized under Component 3: 44400.03(b)(3) of state statute. As stated within the authorizing legislation, the findings from this evaluation are due to the legislature on or before July 1, 2029.

As specified with Education Code 44400.03(b)(3), this evaluation, to the extent possible, must address the following questions, at a minimum:

Student Teacher Stipend Program

- To what extent has the Student Teacher Stipend Program (STSP) been effective in impacting prospective educator decisions to enroll in a student teaching program?
- To what extent has the STSP been effective in increasing the number of individuals completing their student teaching program?
- To what extent has the STSP been effective in increasing the number of individuals completing their student teaching programs in high-need credential areas?



- To what extent has the STSP been effective in increasing the retention rates of educators after the first two years of employment?

National Board for Professional Teaching Standards Certification Grant Program

- To what extent has the National Board for Professional Teaching Standards Certification Grant Program (Incentive, Subsidy, and Maintenance) (NBPTSCGP) been effective in retaining educators in the teaching profession?
- To what extent has the NBPTSCGP been effective in increasing the number of teachers who pursue National Board Certification?
- To what extent has the NBPTSCGP been effective in increasing the number of teachers in high-need credential areas who pursue National Board Certification?
- To what extent has the NBPTSCGP been effective in increasing the number of teachers in high-priority schools who pursue National Board Certification?
- To what extent has the NBPTSCGP been effective in retaining National Board-certified teachers in high-priority schools?
- What are the demographics of recipients of the National Board for Professional Teaching Standards Certification Incentive to date?

In addition to the questions required by the authorizing legislation, the evaluation should also examine the following:

- What are the demographics of the STSP recipients to date?
- To what extent did the STSP remove the financial barrier for prospective candidates?
- From which districts and which counties were recipients of the STSP and the NBPTSCIP across each year of the grant?



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The evaluation accompanies both the creation of a multimedia campaign to encourage students enrolled in California Institutions of Higher Education to pursue a career in teaching (44400.04(b)(1)) and the development of a Grant Management System 44400.04(b)(2) to facilitate the distribution of state-supported incentive grants. The evaluation will be able to utilize information collected through the Grant Management System as one source of data.

Through this Request for Proposals (RFP), KCSOS seeks vendors with the resources, experience, and capacity to develop and execute a comprehensive evaluation of the state's investment in the Student Teacher Stipend Program and the National Board for Professional Teaching Standards Certification Grant Program.

Project Goals

The evaluation is intended to:

1. **Analyze the effectiveness** of California's investments in the STSP and NTSCGP on educator recruitment and retention.
2. **Provide policy recommendations** based on finding(s) from the evaluation regarding the continued investments into educator recruitment and retention.
3. **Produce a summary report**, including quantitative and qualitative data and visuals, to support the position of the policy recommendations from Goal 2.

Scope of Work

The selected agency will be responsible for developing an evaluation plan that includes determining the appropriate data sources to answer the evaluation questions; designing the necessary protocols to collect the data; accessing and or collecting the identified data; analyzing the collected data; and developing reports to communicate the findings of the evaluation.

Primary data sources may include existing data collected for the purposes of administering the Student Teacher Stipend or the National Board Grants. The



evaluating team may consider other data sources to answer the identified evaluation questions, such as developing and administering surveys or conducting interviews or focus groups with stipend/grant recipients.

While the expectation is that the evaluation will largely include findings from data analyzed quantitatively, qualitative data may also be included to help elucidate quantitative findings.

Strategy & Planning

1. Develop an evaluation plan, and timeline, to analyze the effectiveness of the state's investments in educator recruitment and retention, specifically the Student Teacher Stipend Program and the National Board for Professional Teaching Standards Certification Grants Program
2. Create a data collection plan that includes:
 - a. Identification of data sources to answer each evaluation question, including plan for how to obtain data
 - b. Method(s) of analysis of each data source
 - c. Alignment of each evaluation question, data source, and method of analysis

Data Collection & Analysis

1. Collaborate with data providers
2. Recruit/contact program participants/respondents
3. Design data collection protocol
4. Ensure privacy of stipend awardee data and maintain all required security protocols for personally identifiable information
5. Analyze quantitative and qualitative data

Communication of Findings & Policy Recommendations

1. Create a report to communicate findings related to each evaluation question listed in the Background and Purpose section of this RFP.



2. Develop policy recommendations based on evaluation findings
3. Submit policy recommendations supported by quantitative and qualitative data in a summary report.

Monitoring & Reporting

1. Quarterly reporting is required for the periods outlined in Schedule A
2. Provide quarterly reports on evaluation progress that include, at least:
 - a. Data collected in the respective quarterly period
 - b. Preliminary findings
 - c. Current challenges and plans to address the identified challenges

Proposal Requirements

Proposals must include the following sections:

1. Agency Overview
2. Relevant Experience
3. Work Samples
4. Approach & Work Plan
5. Timeline for Identified Work Areas
6. Budget
7. References

Qualification Requirements

This procurement is open to all proposers that, by the proposal deadline:

1. Operate a full-service research and/or evaluation firm focused on educational research.
2. Have significant experience (via the business or key employees) developing and managing large-scale evaluations,
3. Meet the requirements specified herein and can fulfill the Scope of Work.

Responsive vendors must demonstrate:

1. Minimum of five (5) years' experience developing large-scale education evaluations.



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2. Minimum of one (1) project which required the compilation and analysis of data (or followed a cohort) for 3+ years
3. An existing brick-and-mortar office in California, maintained throughout the duration of the agreement.
4. The ability to prepare concise summary reports and visuals

Budget Considerations

The agreement has a soft cap of \$800,000 over the three-year evaluation period. Proposals should outline how resources will be allocated to maximize impact within this budget range.

Proposal Evaluation Criteria

All responsive proposals will be scored on a 700-point scale. **The three highest-scoring proposals will advance to further evaluation, which may include an in-person or Zoom interview.**

1. **Proposal Quality** — clarity, readability, organization (0–100 points)
2. **Experience** — history with statewide evaluations, government/education clients (0–100 points)
3. **Work Plan** — clarity of scope of work; appropriateness of timeline for collecting and analyzing data and producing deliverables (0–150 points)
4. **Cost Effectiveness** — maximizing available data sources (0–150 points)
5. **Use of Appropriate and/or Innovative Methods** — approach to gathering and analyzing data, and quality of data sources (0–100 points)
6. **Work Samples** — quality and relevance of past work (0–100 points)

Intent to Submit

Agencies planning to submit a proposal must submit a written Intent to Submit notice by July 30, 2026, via email to communications@kern.org. This notice is non-binding but required to ensure inclusion in subsequent communications, such as responses to clarifying questions.



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Clarifying Questions

All clarifying questions regarding this RFP must be submitted in writing via email to communications@kern.org no later than **July 31, 2026 (5:00 PM)**

- Responses to all questions will be compiled and shared with all potential proposers to ensure equal access to information by **August 7, 2026**.
- No phone calls or verbal inquiries will be accepted.

Submission Instructions

- **Proposal Deadline:** All proposals must be received by **August 21, 2026, at 5:00 PM (PST)**. Proposals received after this deadline will not be considered.
- **Submission Method:** Proposals must be submitted electronically in PDF format to communications@kern.org. A confirmation email will be sent upon receipt.
- **File Requirements:** Proposal files should be clearly labeled with the agency's name (e.g., *AgencyName_RFPSubmission.pdf*). Proposers are responsible for ensuring their submission is complete, readable, and virus-free.
- **Number of Copies:** Only an electronic submission is required. Hard copies will not be accepted.
- **Acknowledgment of Receipt:** Proposers who do not receive confirmation of submission within 24 hours are responsible for following up before the deadline.
- **Responsibility for Timely Delivery:** KCSOS is not responsible for delays caused by technical issues, server errors, or transmission problems. Proposers are strongly encouraged to submit well in advance of the deadline.

Agreement Terms and Conditions

The awarded proposer will be required to enter into a formal vendor contract with the Kern County Superintendent of Schools (KCSOS). This contract will incorporate the RFP, the selected proposal, and all negotiated terms. The



contract will outline deliverables, performance expectations, timelines, and payment provisions.

At a minimum, the contract will include:

- **Exhibit A: Scope of Work** – detailed deliverables and services as agreed upon.
- **Exhibit B: Budget Detail and Payment Provisions** – including invoicing and reimbursement requirements.
- **Exhibit C: Pricing/Rate Sheet** – specifying approved hourly/daily rates or flat fees.
- **Exhibit D: Standard Terms and Conditions** – including compliance with applicable federal, state, and local laws.
- **Exhibit E: Additional Provisions** – addressing confidentiality, data security, intellectual property ownership, and termination clauses.
- **Exhibit F: Insurance Requirements** – minimum insurance coverage levels to be maintained throughout the contract period.

Execution of the vendor contract will be a condition of award. Failure to enter into a signed agreement within a reasonable timeframe may result in withdrawal of the award and selection of an alternate proposer.



Schedule A

Period	Quarterly Report Due
September 1, 2026 to December 31, 2026	January 31, 2027
January 1, 2027 to March 31, 2027	April 30, 2027
April 1, 2027 to June 30, 2027	July 31, 2027
July 1, 2027 to September 30, 2027	October 31, 2027
October 1, 2027 to December 31, 2027	January 31, 2028
January 1, 2028 to March 31, 2028	April 30, 2028
April 1, 2028 to June 30, 2028	July 31, 2028
July 1, 2028 to September 30, 2028	October 31, 2028
October 1, 2028 to December 31, 2028	January 31, 2029
January 1, 2029 to March 31, 2029	April 30, 2029
April 1, 2029 to June 30, 2029	July 1, 2029—FINAL REPORT DUE

END

EDUCATION CODE - EDC

TITLE 2. ELEMENTARY AND SECONDARY EDUCATION [33000 - 65001] (Title 2 enacted by Stats. 1976, Ch. 1010.)

DIVISION 3. LOCAL ADMINISTRATION [35000 - 45500] (Division 3 enacted by Stats. 1976, Ch. 1010.)

PART 25. EMPLOYEES [44000 - 45500] (Part 25 enacted by Stats. 1976, Ch. 1010.)

CHAPTER 2. Teacher Credentialing [44200 - 44418] (Heading of Chapter 2 amended by Stats. 1988, Ch. 1355, Sec. 2.)

ARTICLE 13.5. Educator Recruitment and Retention Initiative [44400 - 44400.03] (Article 13.5 added by Stats. 2025, Ch. 8, Sec. 36.)

44400.03. (a) For 2025–26 fiscal year, the sum of three hundred million dollars (\$300,000,000) is hereby appropriated for the General Fund to the Commission on Teacher Credentialing to support the Student Teacher Stipend Program established in this article. These funds shall be available for encumbrance until June 30, 2030.

(b) For the 2025–26 fiscal year, of the amount appropriated in subdivision (a), up to six million dollars (\$6,000,000) shall be available for the Kern County Superintendent of Schools to do the following:

(1) (A) Conduct a multimedia campaign beginning no later than April 1, 2026, and ending no sooner than July 1, 2028, to encourage students enrolled in California-based institutions of higher education and individuals employed in related fields to pursue a career in public school employment, become a credentialed teacher, and enroll in a program of professional preparation accredited by the Commission on Teacher Credentialing.

(B) In conducting the multimedia campaign, the Kern County Superintendent of Schools shall consult with the Commission on Teacher Credentialing, the Student Aid Commission, the department, and other educator credentialing interestholders to create and disseminate outreach to local educational agencies, institutions of higher education, and educator pipeline organizations, including classified employees, expanded learning employees, career technical education programs, and labor organizations. These multimedia outreach methods and materials shall include state and federal student aid and education loan repayment options for aspiring or current educators and other investments that benefit teachers, including, but not limited to, the Student Teacher Stipend Program, the Golden State Teacher Grant Program, and the National Board for Professional Teaching Standards Certification Incentive Program.

(2) (A) Develop a grants management system that could be utilized by the Commission on Teacher Credentialing to streamline the application and administration process for all teacher recruitment and retention programs that the Commission on Teacher Credentialing administers.

(B) The grant management system shall be available for public use no later than April 1, 2026 for applications for the administration of the Student Teacher Stipend Program for the 2026–27 school year.

(C) The grant management system shall include program administration for the National Board for Professional Teaching Standards Certification Incentive Program beginning no later than April 1, 2027.

(D) Notwithstanding any other law, any work executed pursuant to this paragraph shall be exempt from any provision of law relating to competitive bidding, and shall be exempt from the review or approval of any division of the Department of Technology.

(3) Contract for a comprehensive independent evaluation of the state's investments in educator recruitment and retention pursuant to this article and Section 44395, and report the evaluation to the Legislature on or before July 1, 2029, consistent with Section 9795 of the Government Code. This evaluation shall include the programs' effectiveness in impacting prospective educator decisions to enroll in a student teaching program, increasing the number of individuals completing their student teaching program, increasing the number of individuals completing their student teaching programs in high-need credential areas, and increasing the retention rates of educators after the first two years of employment, and include the demographics of the participants in the programs.

(c) For purposes of making the computations required by Section 8 of Article XVI of the California Constitution, the appropriation made pursuant to subdivision (a) shall be deemed to be "General Fund revenues appropriated for school districts," as defined in subdivision (c) of Section 41202 of the Education Code, for the 2024–25 fiscal year, and included within the "total allocations to school districts and community college districts from General Fund proceeds of taxes appropriated pursuant to Article XIII B," as defined in subdivision (e) of Section 41202 of the Education Code, for the 2024–25 fiscal year.

(Amended by Stats. 2025, Ch. 744, Sec. 4. (SB 147) Effective October 13, 2025.)