



1. Introduction and Purpose

The Center for Professional Development and Education Reform (Center) at the University of Rochester is seeking to identify a pool of highly skilled and experienced experts available to provide leadership coaching services to K-12 school administrators within our region. The purpose of this Request for Qualifications (RFQ) is to identify individuals with demonstrated expertise in educational leadership, coaching, and professional development who are capable of supporting the growth and effectiveness of school leaders.

This RFQ is not a request for proposals or bids, nor does it guarantee a contract. Instead, it is intended to gather information about the qualifications, experience, and capacity of interested individuals. When a match between needs and qualifications arises, individuals will be invited to complete the required steps to become a qualified vendor at the University of Rochester.

2. Background of the Center for Professional Development and Education Reform

The Center for Professional Development and Education Reform partners with organizations and institutions to improve educational practices and policies through professional learning, leadership development, and program evaluation. We are interconnected to and nested within a research school of education and, as such, are uniquely poised to bring cutting-edge resources and ideas to the field. The Center merges policy, scholarship, and practice to build capacity among its partners while fostering a vibrant, intellectual community for collaboration on the most pressing educational challenges. We work together to advance the professional capacity of individuals, organizations, and institutions in education toward a greater common good.

3. Scope of Services

We are seeking individuals with expertise in K-12 administration who can support both leadership growth and practical, task-focused guidance. Qualified individuals will demonstrate a deep understanding of leadership coaching methodologies. They will have experience working with K-12 administrators to address leadership challenges, foster professional growth, and support organizational goals.

4. Desired Consultant Qualifications

The Center for Professional Development is seeking consultants with the following qualifications:

Required Qualifications:

Experience:

- o Minimum of 5 years of direct experience as a leader in a K-12 school system.

Education:

- Master's degree in Education, Educational Leadership, Public Administration, Organizational Development, or a related field.

Communication & Interpersonal Skills:

- Exceptional relationship-building, listening, observing, and questioning skills
- Effectiveness in giving feedback

Availability:

- Coaching sessions typically occur virtually during business hours. Clients sign up for 10 or 12 sessions per year. Coaches must have flexibility to accommodate clients' schedules, and the technology necessary to provide this service.

References:

- Ability to provide professional references from past coaching clients, particularly K-12 administrators or educational leaders.

Preferred Qualifications:

- *Experience:*
 - Experience providing executive or leadership coaching, specifically within an educational context (K-12 strongly preferred).
 - Demonstrated understanding of the unique challenges and opportunities faced by K-12 school administrators.
- *Coaching Certification/Training:*
 - Formal coaching certification from a recognized institution (e.g., ICF, Coach U, Columbia Coaching Certification Program) is highly valued.
 - Demonstrated knowledge of coaching methodologies and evidence of participation in coaching professional learning.

5. Submission Requirements

Interested consultants are invited to submit a Statement of Qualifications (SOQ) that includes the following:

- *Resume/CV(s):*
 - Provide a detailed resume/CV outlining relevant education, professional experience, leadership coaching experience, coaching certifications, and professional affiliations.
- *Professional References:*
 - Provide contact information (name, title, organization, email, phone number) for at least three (3) professional references who can speak to your coaching abilities and experience, particularly with K-12 administrators or educational leaders. References may be contacted.
- *Completed Coaching Profile*
 - Complete the Coaching Profile to share your background, experiences, skills, and expertise related to K-12 Leadership. Your responses will be used by our team to create well-aligned pairings between leadership

coaches and K-12 administrators. All information you share in this survey will be kept confidential and not shared with any outside parties.

6. RFQ Timeline

- *Request for Qualifications (RFQ) Issuance Date:* Annually on the first Monday in March.
- *Statement of Qualifications (SOQ) Submission Deadline:* Annually on the first Monday in May
- *Notification of Pre-Qualified Pool:* Annually on the first Monday in June.

Please note that this timeline is tentative and subject to change at the discretion of the Center for Professional Development and Education Reform.

7. Submission Instructions

Statements of Qualifications must be submitted electronically via [this link](#), which directs you to a survey for uploading your CV/resume, completing your Coaching Profile, and providing professional references. ***Submissions are due the first Monday in May.***

8. Disclaimer

This RFQ does not commit the Center for Professional Development and Education Reform to award a contract, to pay any costs incurred in the preparation of a submission, or to procure services. The Center for Professional Development and Education Reform reserves the right to accept or reject any or all submissions received as a result of this RFQ, to negotiate with any qualified consultant, or to cancel this RFQ in part or in its entirety. All information submitted in response to this RFQ will be considered confidential.

9. Inquiries

All questions regarding this RFQ must be submitted in writing via email to warner12pl@warner.rochester.edu. Please use "RFQ K-12 Coaching Inquiry" as the subject line.