



WILTON RANCHERIA

THE CAPITAL TRIBE

REQUEST FOR PROPOSALS (RFP): Virtual College and Career Counseling Platform

Issuing Organization:

Wilton Rancheria Department of Education
9728 Kent St
Elk Grove, CA 95624

Primary Contact:

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RFP Release Date: 25 March 2026

Proposal Due Date: 17 April 2026

Anticipated Contract Start Date: 22 April 2026

Contract Term: One (1) Year

1. PURPOSE OF THE RFP

The Wilton Rancheria Department of Education is issuing this Request for Proposals (RFP) to solicit proposals from qualified vendors to provide a **comprehensive Virtual College and Career Counseling Platform** serving students beginning in **Grade 9 and continuing through postsecondary education**.

The selected vendor will deliver a fully virtual platform and associated services designed to support students in college and career readiness, including but not limited to college planning, application support, scholarship search and completion assistance, career exploration, and letters of recommendation support. The goal of this RFP is to identify a vendor capable of delivering high-quality, student-centered services that improve postsecondary access, persistence, and success.

This RFP is being issued as a formal procurement. The Department reserves the right to award a contract to the proposer that best meets programmatic needs, service expectations, and overall value.





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2. PROGRAM OVERVIEW

The Wilton Rancheria Department of Education seeks to partner with a vendor that can provide **virtual, scalable, and culturally responsive college and career counseling services** to an estimated **50–75 students annually**. Services must be delivered primarily through a secure virtual platform and be accessible to students regardless of geographic location.

Target Population

- Students in **Grade 9 through postsecondary**
- Fully virtual service delivery model
- Services must support multiple postsecondary pathways, including:
 - Four-year colleges and universities
 - Two-year colleges
 - Career technical education
 - Vocational pathways
 - Apprenticeships and workforce preparation

3. PROGRAM REQUIREMENTS

A. Required Core Services

Proposers **must** demonstrate the ability to deliver **all** required core services described below. Core services are **mandatory** and must be included in the base proposal and base cost.

1. College Planning & Advising

- Individualized college and career planning roadmaps
- Postsecondary pathway exploration and advising
- Major exploration and career interest alignment
- Support for first-generation college students

2. College Application Support

- Guidance for Common App, CSU Apply, UC Apply, and institutional applications
- Application timeline development and tracking
- Essay and personal statement development and review
- Resume and activity list development
- Application readiness and completeness checks

3. Scholarship Search & Application Support

- Access to curated scholarship databases



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- Scholarship matching for local, state, Tribal, and national opportunities
- Scholarship application tracking tools
- Essay and short-answer support for scholarship submissions

4. Letters of Recommendation Support

- Guidance on selecting appropriate recommenders
- Recommendation request timelines and templates
- Brag sheet and resume development for recommenders
- Deadline tracking and follow-up support

5. Career Readiness & Workforce Preparation

- Career exploration resources
- Resume/brag sheet development
- Interview preparation
- Workforce pathway advising for non-college routes

B. Virtual Platform & Technology Requirements

The proposed solution must include:

- A secure, FERPA-compliant virtual platform
- Student and family access portals
- Appointment scheduling and messaging features
- Document upload and storage capabilities
- Student progress and administrative dashboards
- Mobile-friendly or application-based access

C. Equity, Cultural Responsiveness, and Priority Populations

The Department strongly prefers vendors with demonstrated experience serving:

- Tribal communities
- First-generation college students
- Low-income students
- Historically underserved or underrepresented student populations
- Other culturally distinct or marginalized student populations

Cultural Responsiveness and Trauma-Informed Practice Statement (Required):

All proposals **must include** a formal statement describing the vendor's approach to cultural





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responsiveness, trauma-informed practice, and working with Tribal communities. This statement is required for proposal completeness but will not be scored.

D. Optional Enhancements

Vendors may propose optional enhancements, including:

- In-person counseling or workshops
- Expanded family engagement programming
- Additional reporting or analytics
- Supplemental student workshops or webinars

Optional services:

- Must be clearly identified as optional
- Must be priced separately
- Must not replace any required core service

4. SCOPE OF WORK

The selected vendor will be responsible for:

- 1. Program Delivery**
 - Provide all platform services
 - Ensure consistent, high-quality virtual delivery
- 2. Implementation and Onboarding**
 - Support program launch and onboarding
 - Provide training for students, families, and Department staff
- 3. Reporting and Data**
 - Provide participation, engagement, and service utilization data
 - Submit periodic summary reports as requested
- 4. Program Support**
 - Designate a primary account or program manager
 - Provide ongoing technical and service support

5. PROPOSAL REQUIREMENTS

Proposals must include the following components:





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1. Organization Overview

- Mission and background
- Relevant experience providing virtual college and career counseling services

2. Program Description

- Description of how each required core service will be delivered
- Overview of the virtual platform and student experience
- Sample service delivery model or flow

3. Staffing and Qualifications

- Description of counseling staff credentials and experience
- Counselor-to-student ratios
- Experience working with priority populations

4. Cultural Responsiveness Statement (Required)

- As described in Section 3.C

5. Technology and Security

- Platform functionality overview
- Data security and privacy protections

6. Cost Proposal

- **Detailed cost breakout by service category**, including:
 - College and career advising
 - Application support
 - Scholarship support
 - Letters of recommendation support
 - Platform access and technology
 - Reporting and administrative support
- Separate pricing for optional enhancements
- Clear disclosure of all assumptions and fees

7. References

- At least two (2) references from organizations served within the last three (3) years





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8. Proposed Contract: Include a proposed contract for services. No waiver of Wilton Rancheria's sovereign immunity will be provided.

6. SELECTION CRITERIA

Proposals will be evaluated based on:

- Responsiveness to RFP requirements
- Quality and completeness of core services
- Capacity to serve Grade 9 through postsecondary students
- Experience serving Tribal and priority student populations
- Platform functionality and user experience
- Cost transparency and overall value
- Optional enhancements that add value

7. SUBMISSION INSTRUCTIONS

Proposals must be submitted electronically by **17 April 2026** to the Primary Contact listed above. Late or incomplete proposals may be rejected.

8. TERMS & CONDITIONS

- The Wilton Rancheria Department of Education reserves the right to accept or reject any or all proposals.
- The Department may negotiate contract terms including but not limited to scope, services, and pricing with selected vendors.
- Issuance of this RFP does not guarantee contract award.
- The Department reserves the right to cancel this RFP at any time.

