Intermediary Funding
Round 4
May 20, 2020
Agenda

CCW Overview

Overview of the RFP

Elements of a Successful Application

Q & A
Every young adult in Washington will have multiple pathways toward economic self-sufficiency and fulfillment, strengthened by a comprehensive state-wide system for career connected learning.
The Reality Today: Disconnected pathways between education and employment

Education
(K-12 and Postsecondary)

Employment
The Solution: Career Connect Learning is a braided pathway that connects students to the career opportunities around them, starting early in their schooling.

**Education**
(K-12 and Postsecondary)

**Employment**
The Solution: Connected pathways require a connected system

CCW can provide the connective tissue to grow CCL programs statewide
We are building the infrastructure to create new and grow existing CCL programs

**Definition**

Work-based programs with aligned classroom learning that culminate in a postsecondary credential*, producing a competitive candidate for meaningful employment

Career-specific instruction at a worksite or in a classroom for academic credit

Early exposure opportunities to careers and career options (e.g. career fairs, worksite tours)

---

*Postsecondary credential means certificate, or at least one year towards an associates or bachelor’s degree
Regional networks and program intermediaries provide the necessary connections.
Regional Networks and CCL Coordinators

Network: Kareen Borders  
CCL Coordinator: Kimberly Hetrick  
Counties: Clallam, Jefferson, Kitsap, and Mason

Network: Phyllis Harvey-Buschel  
CCL Coordinator: Walter Jackson  
Counties: King and Pierce

Network: Lorie Thompson  
CCL Coordinator: Pat Lange  
Counties: Grays Harbor, Lewis, Mason, Pacific, and Thurston

Network: Vickei Hrdina  
CCL Coordinator: Scott Culbertson  
Counties: Clark, Cowitz, Klickitat, Pacific, Skamania, and Wahkiakum

Network: Joy Emory  
CCL Coordinator: Bre Urness-Straight  
Counties: Island, San Juan, Skagit, Snohomish, and Whatcom

Network: Sue Kane  
CCL Coordinator: Tami McBride  
Counties: Chelan, Douglas, Grant, and Okanogan

Network: Cassidy Peterson  
CCL Coordinator: Dennis Conger  
Counties: Adams, Ferry, Lincoln, Pend Oreille, Spokane, Stevens, and Whitman

Network: Debra Bowen  
CCL Coordinator: Greg Fancher  
Counties: Asotin, Benton, Columbia, Franklin, Garfield, and Walla Walla

Network: Mark Cheney  
CCL Coordinator: Hugo Moreno  
Counties: Grant, Kittitas, Klickitat, and Yakima
Career Launch Programs: Positioning young adults for promising careers

- Meaningful, high quality on-the-job experience
  - At worksite
  - Paid and academic credit
  - Occupation-aligned
  - Employer supervisor at ratio typical of occupation
  - Defined competencies and skills gained
  - Full compliance with existing legal regulations

- Aligned classroom learning
  - Curriculum and program requirements developed in partnership with employers and industry
  - Aligned with academic and employer standards
  - Qualified instructors
  - Dedicated student support (academic and career)

- Competitive candidate
  - Able to continue in employment OR successfully compete for jobs leading to financially-sustainable and fulfilling careers

- Valuable credential beyond high school diploma
  - Credential attained
  - Significant progress (at least one year) towards a 2 or 4 year credential
Career Launch Programs will be endorsed in a rigorous CCW-led process including:

- **Industry-validated** (e.g. students work-ready, critical mass of employers participating, valued across industry, high-potential career pathway)

- **Academically-validated** (e.g. state-wide recognition and transferability, aligned with high-quality academic standards)

- Endorsement will be reviewed periodically based on student outcomes

Only endorsed Career Launch Programs will have access to increased support (including capacity funding) and count towards CCW goal.
The purpose of the endorsement process is not to evaluate or “score” programs, but to ensure each program meets the standards of the Career Launch definition.

Career Launch program application has three parts:

- ✔ Program checklist
- ✔ Industry checklist
- ✔ Academic checklist

A subset of the CCW cross-agency work group will review applications at least quarterly to endorse Career Launch programs.

CLER membership includes representatives from education, employers, labor, and government:

- **Education** stakeholders from K-12, CTCs, and 4-year institutions
- **Industry** (employers and / or labor when appropriate)
- **Governor’s office / CCW Team**
- An “open chair” for **additional experts, leaders** as needed for specific Career Launch programs

Membership varies based on Career Launch applications received and feedback provided by applicants and the CCW cross-agency work group.
Detail: Three parts areas evaluated for program approval, all aligned to Career Launch definition

<table>
<thead>
<tr>
<th>Program checklist</th>
<th>Industry checklist</th>
<th>Academic checklist</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔ Program description including length of program in years and total hours</td>
<td>✔ Address of worksite(s)</td>
<td>✔ List of academic institution(s) providing career-aligned instruction for CL program</td>
</tr>
<tr>
<td>✔ Estimated number of hours per week at worksite and in classroom</td>
<td>✔ Hourly wage for CL participants</td>
<td>✔ Curriculum scope and sequence aligned to skills and competencies in employer checklist</td>
</tr>
<tr>
<td>✔ Demonstration of labor market demand in for specified skills/career in local region</td>
<td>✔ Planned student supervision model</td>
<td>✔ Demonstration of student supports available for CL enrollees (e.g. mentoring, advising, financial aid, tutoring, etc.)</td>
</tr>
<tr>
<td>✔ Projected count of student enrollment, student completion, and anticipated employer participation for 5 years post-pilot</td>
<td>✔ List of entry-level positions with job descriptions for CL completers</td>
<td>✔ Number of postsecondary credits provided and/or credential earned upon CL completion</td>
</tr>
<tr>
<td>✔ Description of development process to create Career Launch program</td>
<td>✔ List of specific skills and competencies required for completion of CL aligned to entry-level positions</td>
<td>✔ Demonstrated curricular alignment with relevant professional and/or academic standards associated with coursework and credential</td>
</tr>
<tr>
<td>✔ Signed letter of endorsement from program partners and stakeholders</td>
<td>✔ Employer-outlined student supervision and mentorship model</td>
<td>✔ Details of current or future partnerships and/or scalability of the program within and across sectors and/or geographic locations (e.g. articulation agreements, degree pathways, etc.)</td>
</tr>
<tr>
<td>✔ Description of supports and resources for students from underserved backgrounds</td>
<td>✔ Description of common career pathway(s) beginning with entry-level position</td>
<td>✔ Non-binding commitment from estimating number of CL completers they plan to hire/interview over 3 years</td>
</tr>
</tbody>
</table>
Supports

- **Community**: Support for intermediaries that work with underserved young adults
- **Individual**: Grants for transportation, equipment, fee/tuition waivers, reasonable accommodations, etc.

Data

- **Disaggregated data**: Progress and outcomes tracked by underserved groups
- **CCL Directory**: Will include resources available for students in their communities

Grant Process

- **Implementation grants**: Criteria will include how programs will ensure equitable access
- **Regional networks**: Criteria will include how to ensure community voices represented in CCW
Agenda

CCW overview

Overview of the RFP

Details of the Proposal

Q & A
Goals of the RFP

The goal of this funding is to catalyze the development and scaling of high-quality Career Launch programs across Washington.

As part of the Career Connect Washington system design, program intermediaries will work with regional networks, career connected learning coordinators at the Educational Service Districts, and industry and education partners to develop or build new curricula for career launch programs, or expand the use of current curricula.

Intermediaries will develop Career Launch programs, apply for state endorsement, and facilitate business and education partners launching the program.

Proposals to develop Career Prep or Career Aware programs will also be considered.
# Schedule of Activities:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date/Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue Request for Proposal Via WEBS (Washington’s Electronic Business Solution)</td>
<td>May 14, 2020</td>
</tr>
<tr>
<td>Bidders Conference</td>
<td>Right now!</td>
</tr>
<tr>
<td><strong>Bidders Submit Questions To RFP Coordinator</strong></td>
<td>By 2:00 p.m. PST Friday, May 22, 2020</td>
</tr>
<tr>
<td>ESD Responses To Bidder Questions Via WEBS</td>
<td>May 26, 2020</td>
</tr>
<tr>
<td><strong>Bidder Proposals Due</strong></td>
<td>By 5:00 p.m. PST June 12, 2020</td>
</tr>
<tr>
<td>Conduct bid evaluations</td>
<td>June 24, 2020 (estimated)</td>
</tr>
<tr>
<td>Announce Apparent Successful Bidders Via WEBS</td>
<td>June 30, 2020</td>
</tr>
<tr>
<td>Projected Contract Work Begins</td>
<td>On or after August 1, 2020</td>
</tr>
</tbody>
</table>
Updates in Rounds 3 & 4

- One program per proposal. Bidders can submit multiple proposals – new in Round 3
- Budget section is scored – new in Round 3
- Career Launch proposals receive a 10-point preference – new in Round 3
- Scoring rubric updated to include a 5-point COVID-19 Response Preference – new in Round 4
- State funds – new in Round 4
For new programs:

Design an endorsement-ready Career Launch program that includes the following elements:

- Skills, competencies, and relevant credentials for targeted occupations, outlined with employer partners
- Classroom curriculum (RSI for registered apprenticeships), developed with education partners with review and input from employers
- Supervised paid work experience with employer partners
- A plan for future partnerships and/or scalability of the program within and across sectors and/or geographic locations (e.g. articulation, degree pathways, partnerships involving multiple education institutions and employers).

Please see a complete list of deliverables on pages 4-5 of the RFP.
Deliverables

For existing programs:

Develop a scaling plan for an existing program to increase enrollment across industries and regions that includes:

• New or expanded existing articulation agreements between high schools and post-secondary institutions
• New employer partners (including letters of endorsement and commitment to hire participants into Career Launch)
• Committed education partners (including letters of endorsement and commitment to participate)

OR

Enhance an existing Career Prep or Career Explore program to meet Career Launch requirements

Please see a complete list of deliverables on pages 4-5 of the RFP
Goal: submit program for Career Launch Endorsement at end of contract

To be designated as a Career Launch program, the program must be endorsed.

- To receive the Career Launch endorsement, you will need to complete the Career Launch Endorsement Review (CLER) application. The application is available at www.sbctc.edu/career-launch.

- Please see Application Requirements for Program Endorsement at: https://www.sbctc.edu/career-launch/career-launch-endorsement-review.aspx.

Receiving the grant does not guarantee that the program developed with the funds will receive endorsement.
Funding

• Approximately $1,000,000 of funds from the Workforce Education Investment Act (WEIA) and General Fund – State are available for Round 4.
• We will award multiple contracts in this round.
• The target amount for awards is $100,000-$150,000 each.
• Awards will not to exceed $250,000 per contract.
The RFP includes mandatory and scored requirements. Please see the RFP document starting with page 13 for the details.

Items in Section 3, Proposal Contents, marked “mandatory” must be included as part of the proposal for the proposal to be considered responsive; however, these items are not scored.

Items marked “scored” are those that are awarded points as part of the evaluation conducted by the evaluation team.

Career Launch programs are the focus of this RFP. Intermediaries may also develop Career Preparation and Career Exploration/Awareness programs.

- Program design (35 points)
- Partnerships (20 points)
- Track record of success (15 points)
- Equity (15 points)
- Cost proposal (15 points)
- Executive Order 18-03 Preference (5 points)
- Career Launch preference (10 points)
- COVID-19 Response preference (5 points)
Cost Proposal:

As part of your application, please identify all costs to be charged for performing the activities described in the Proposal Part of the application.

Please use Exhibit G – Budget Template to identify budget categories and describe expenses within each budget category.

Funding will support program development costs and will not support enrollments, wrap around services, instruction, or any other direct services to participants.

Allowable budget categories may include any of the following, provided costs are attributable to contract activities:

• Staff Salaries
• Staff Benefits
• Costs for outreach to business and education partners
• Travel directly related to program development
• Supplies/non-capital equipment
• Contracts for curriculum development

Please see a complete list of deliverables on pages 4-5 of the RFP.
Evaluation

• Each program proposed by any given Bidder will be scored separately.

• Items in Section 3, Proposal Contents, marked “MR” must be included as part of the proposal for the proposal to be considered responsive; however, these items are not scored. Items marked “MS” are those that are awarded points as part of the evaluation conducted by the evaluation team.

• The RFP Coordinator may contact the Bidder for clarification of any portion of the Bidder’s proposal.

• Responsive proposals will be evaluated strictly in accordance with the requirements stated in this solicitation and any amendments issued. The evaluation of proposals shall be accomplished by an evaluation team*, consisting of:
  > ESD
  > LnI
  > OSPI
  > SBCTC
  > Labor
  > Industry
  > Career Connect WA Staff

• Evaluation team’s scores will be presented to an executive-level committee, representing labor, business, Office of the Governor, and Career Connect WA.

• Oral presentation may be required

*membership on the evaluation team may change based on members’ availability
Agenda

CCW overview

Overview of the RFP

Elements of a Successful Application

Q & A
Elements of a Successful Application

Program design:
- Strong preference for Career Launch programs (as seen in rubric update)
- Concise description of the program you are seeking to create or expand – including demonstration of understanding of how the program aligns with the CCW framework (e.g. need to demonstrate how the Career Launch definition applies to ALL the elements of the proposed program)
- Clear purpose and outcomes for the planning phase (e.g. pre-endorsement for Career Launch programs)
- Clear outcome metrics with timelines (e.g. number of students to be enrolled by when)
- Demonstrate appropriate scope (tasks can be accomplished during contract’s performance period of approximately 11 months and within the proposed budget)
- Applications for program expansion should be to expand to new industries, geographies, and / or with a significant increase in student enrollment
- For Career Explore and Prep programs, strong preference for applications with significant enrollment potential

Partnerships:
- Partner roles are clearly defined and supported by detailed / customized letters of support that demonstrate the partner’s understanding of their role in the program (i.e. general letters commenting on the past performance of the applicant do not qualify as a letter of support for the program proposed)
- Preference for programs that already have employer partners secured – focus should be on building the curriculum rather than sourcing partners for already-developed programs
- Diversity of partners represented including business, labor, regional networks, education organizations, etc. (specific stakeholder groups represented will vary by application)

Budget:
- Explicit rationale for each budget line item (why is this funding necessary to carry out the tasks?)
- When using subcontractors, should include details on scope of work and deliverables
- Funding request should be no higher than $250,000, but shoot for $150,000
- Should the proposal scope indicate that the scope of the project is beyond $250,000, there should be details on how the remaining funding will be secured or how the CCW award amount would be used should no additional funding be secured

Equity:
- Details on the specific supports available and how students will be made aware of these supports
- Equity supports provided by partner organizations should be included in the partner letter of support
Other considerations

- Please review all of the requirements. Failure to properly fill out all the required forms – such as Wage Theft Prevention form, Certifications and Assurances, and Executive Order 18-03 Preference – will result in disqualification.
- Please do not zip your files
- If you’re not selected as an Apparent Successful Bidder (ASB), do contact ESD for a debrief within 3 business days of the announcement of the ASBs
Agenda

CCW overview

Overview of the RFP

Elements of a Successful Application

Q & A
Questions?

Please direct all questions to:

Natalie Eckart
RFP Coordinator
esdgpbids@esd.wa.gov
360-890-3673