



Program Builder Funding

Round 9

July 28, 2022

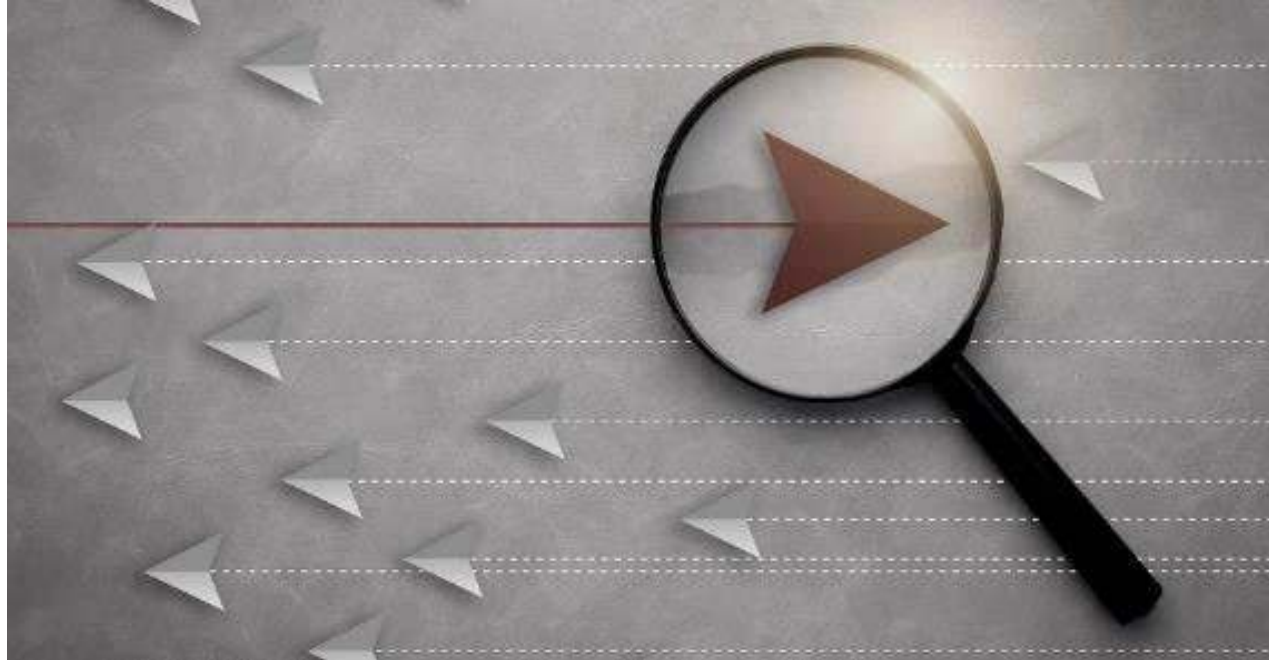
CCW Overview

Overview of the RFP

Elements of a Successful Application

Q & A

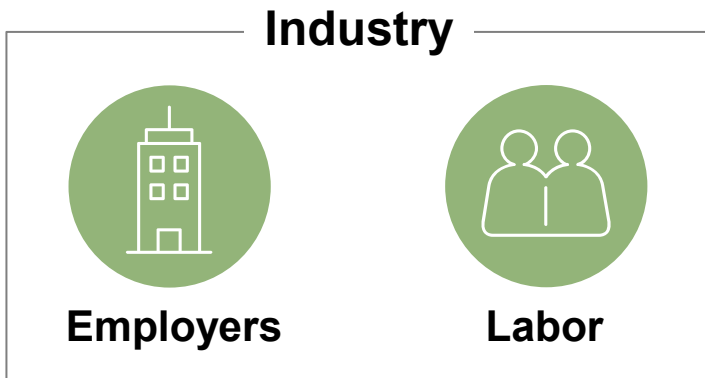
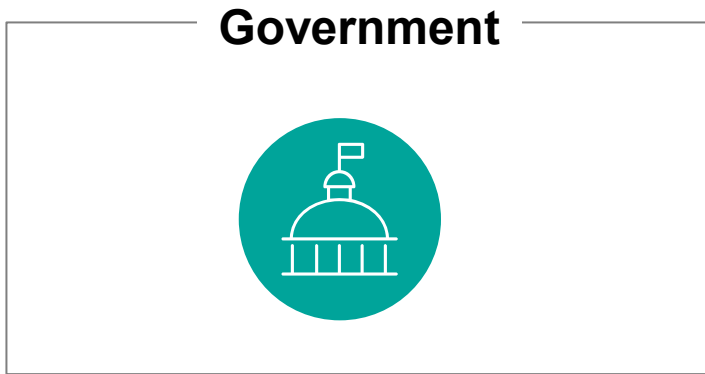
Vision for career connected learning in Washington



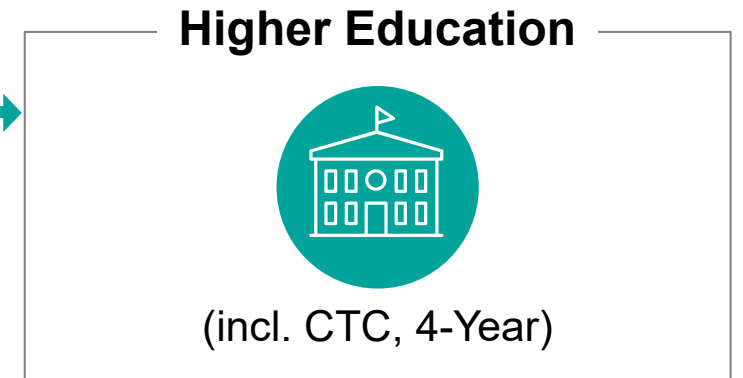
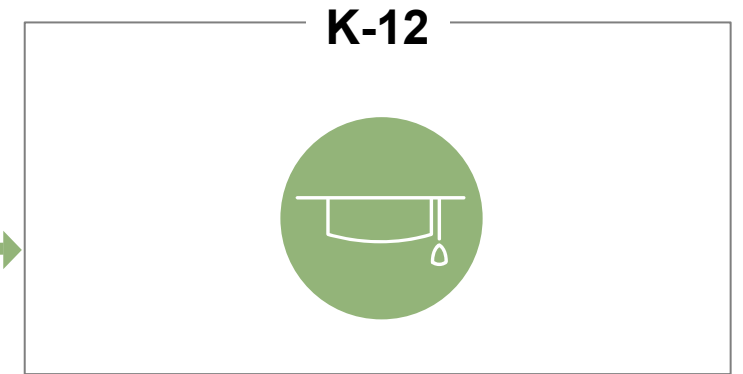
Every young adult in Washington will have **multiple pathways toward economic self-sufficiency and fulfillment, strengthened by a comprehensive state-wide system for career connected learning**

We will achieve this vision by connecting employers, labor, education, and government to create and scale career connected learning opportunities

Employment



Education



CCW can provide the connective tissue to grow CCL programs state-wide

We are building the infrastructure to create new and grow existing CCL programs

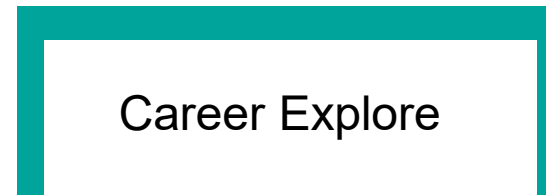
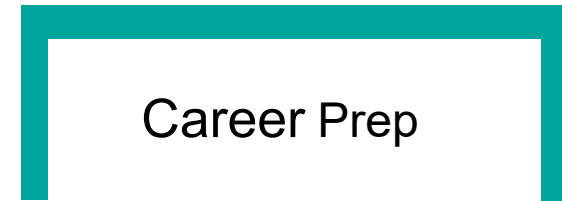
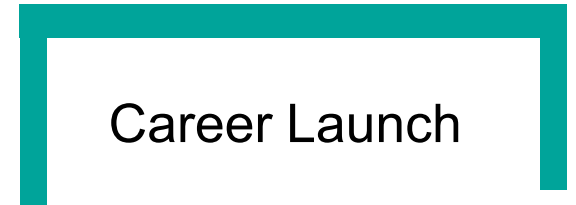
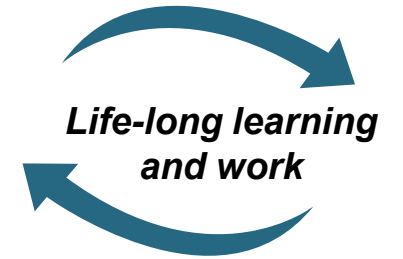
Definition

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

Registered Apprenticeships are included as Career Launch

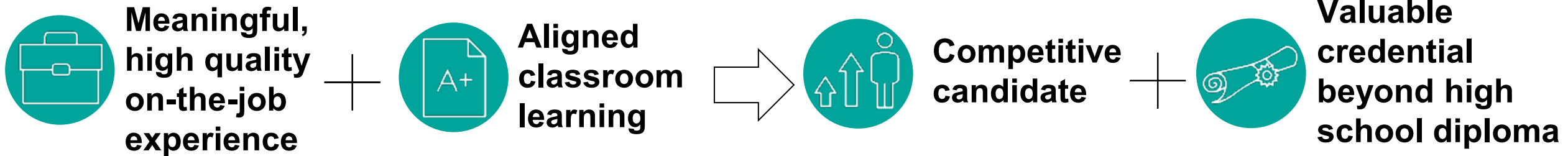
Career-specific instruction at a worksite or in a classroom for academic credit

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

Career Launch Programs: Positioning young adults for promising careers



- ✓ 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

- ✓ 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)

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

- ✓ Credential attained
- OR**
- ✓ Significant progress (at least one year) towards a 2 or 4 year credential

Quality Control: Industry and Education-Led endorsement process for Career Launch

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

Program endorsement: Approval process overview

The purpose of the endorsement process is not to evaluate or “score” programs, but to ensure each programs meets the standards of the Career Launch definition

[Career Launch program online 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

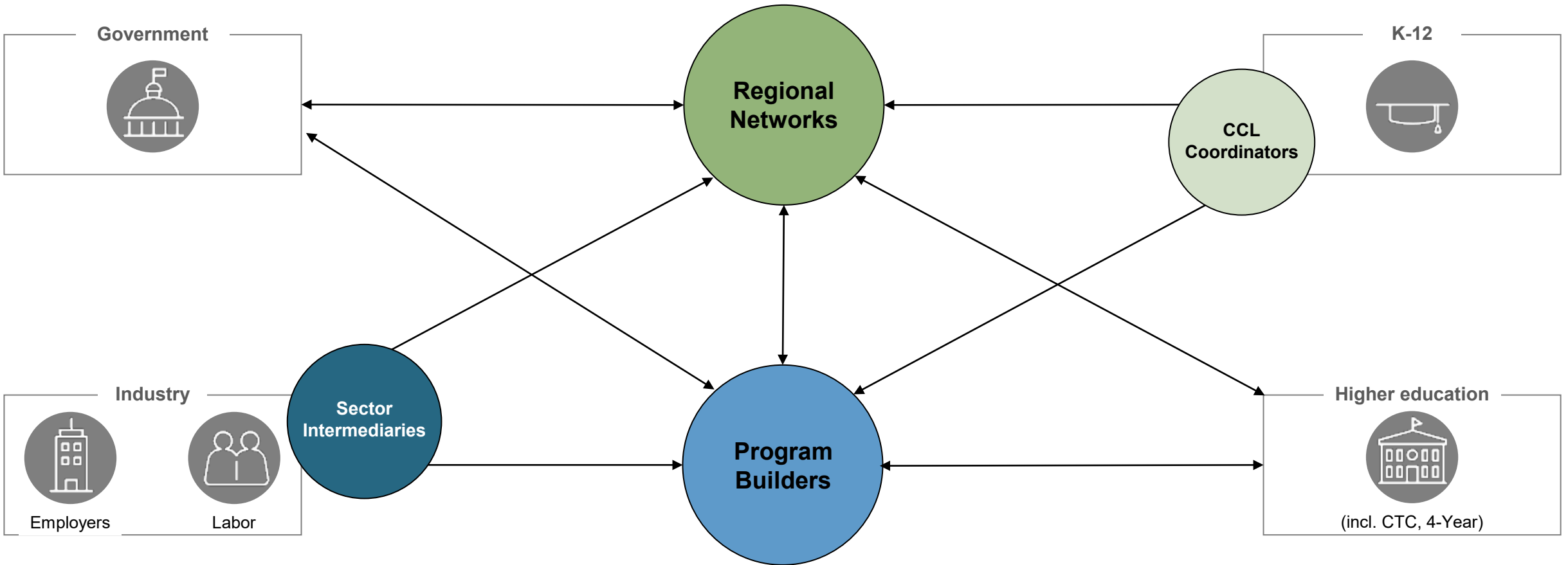
Membership varies based on Career Launch applications received and feedback provided by applicants and the CCW cross-agency work group

See [SBCTC website](#) for more information on application components and to see example applications from endorsed programs

CCW Network of Partners

Employment

Education



Regional Networks and CCL Coordinators



Network: Karen Borders
borders@skschools.org

CCL Coordinator: Kimberly Hetrick

Counties: Clallam, Jefferson, Kitsap, and Mason



Network: Jenny Veltri
jveltri@nwesd.org and Alyssa Jackson
alyssaj@snohomishstem.org

CCL Coordinator: Sinead Plagge
splagge@nwesd.org

Counties: Island, San Juan, Skagit, Snohomish, and Whatcom



Network: Sue Kane
suek@ncesd.org and Aaron Parrott
aaronp@skillsource.org

CCL Coordinator: Sue Kane
suek@ncesd.org

Counties: Chelan, Douglas, Grant, and Okanogan



Network: John Bonner
john@wabsalliance.org

CCL Coordinator: Walter Jackson
wjackson@psesd.org

Counties: King and Pierce



Network: Cassidy Peterson
cpeterson@greaterspokane.org

CCL Coordinator: Jessica Dempsey
jdempsey@esd101.net

Counties: Adams, Ferry, Lincoln, Pend Oreille, Spokane, Stevens, and Whitman



Network: Lorie Thompson
lthompson@esd113.org

CCL Coordinator: Cecily Kiester
ckiester@esd113.org

Counties: Grays Harbor, Lewis, Mason, Pacific, and Thurston



Network: Debra Bowen
deb@STEMlearning.org

CCL Coordinator: James Kindle
jkindle@esd123.org

Counties: Asotin, Benton, Columbia, Franklin, Garfield, and Walla Walla



Network: Vickei Hrdina
vickei.hrdina@esd112.org

CCL Coordinator: Chad Mullen
chad.mullen@esd112.org

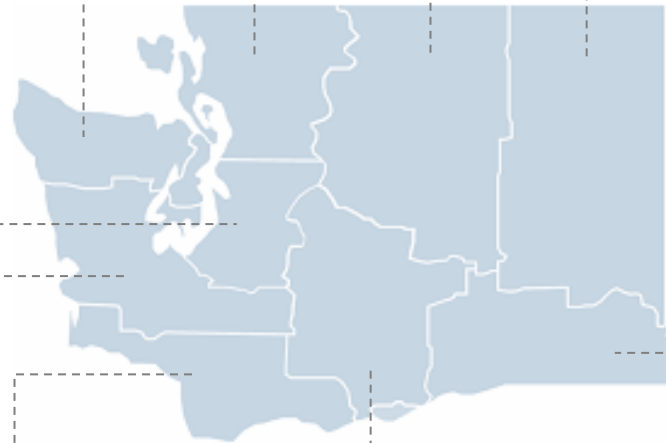
Counties: Clark, Cowlitz, Klickitat, Pacific, Skamania, and Wahkiakum



Network: Mark Cheney
mark.cheney@esd105.org and Hugo Moreno
hugo.moreno@esd105.org

CCL Coordinator: Shelly O'Neill
shelly.oneill@esd105.org

Counties: Grant, Kittitas, Klickitat, and Yakima



Our equity goal

Race, income, geography, gender, citizenship status, and other demographics and student characteristics will no longer predict the outcomes of Washington's students.

Career Connect Washington will build a career connected learning system that enables students who participate in Career Explore, Career Prep, and Career Launch to complete programs, attain sustaining-wage entry-level jobs, and reach family-sustaining wage careers (across industries and occupations) at equitable rates across population demographics.

Achieving this goal means that CCW will build a system that ensures that every young adult:

- Has **equitable access** to Career Connect Washington programs, including Career Explore, Career Prep, and Career Launch
- Is **enrolling in and completing** Career Launch programs at equitable rates across population demographics
- Is **entering living wage careers or college level learning** after their Career Launch programs at equitable rates

Agenda

CCW overview

Overview of the RFP

Elements of a Successful Application

Q & A

Goals of the RFP

- To develop new, expand, and enhance Career Connected Learning programs statewide.
- Program Intermediaries will work with Regional Networks, Career Connected Learning Coordinators at each Educational Service District, industry, and higher-education partners to expand the use of current curricula and develop or build new curricula to grow Career Connected Learning opportunities for employers and students, and to support Washington's equitable recovery.
- Funding (Federal WIOA Statewide Activities) available is approximately \$4,000,000.
- Target award amount for each contract is \$100,000 - \$150,000 and awards will not exceed \$250,000.
- Period of performance will cover from October 31, 2022, until December 31, 2023.
- Contract periods and funding levels may be extended depending on initial contract performance and the availability of additional funds.

Schedule of Activities:

Issue Request for Proposal Via WEBS (Washington's Electronic Business Solution)	July 1, 2022
Bidders Conference	Right now!
Bidders Submit Questions To RFP Coordinator	By 5:00 p.m. PST August 4th, 2022
ESD Responses To Bidder Questions Via WEBS	August 11 th , 2022
Bidder Proposals Due	By 5:00 p.m. PST August 31st, 2022
Conduct bid evaluations	September 6 th – 16 th 2022 (estimated)
Announce Apparent Successful Bidders Via WEBS	September 23 rd , 2022 (estimated)
Projected Contract Work Begins	On or after October 31, 2022

Expected Deliverables

- Create descriptions of resources, supports, or other processes to recruit and support individuals from underserved backgrounds.
- Develop procedures for handling complaints(s) from program participants.
- Develop tool(s) for recording and maintaining participant data.
- Establish letters of endorsement from local community-based organization(s) (CBO), agencies, or group partners able to provide direct services to individuals in need.
- Identify barriers to program access, participation, and completion experienced by participant and design plan(s) to reduce and eliminate those barriers through local partnerships.
- Establish sustainability plan addressing how program will be supported financially past the period of performance.
- Will submit program endorsement application to Washington State Board of Community and Technical colleges by end of performance period if developing a [Career Launch](#) program.
- Will submit program application to the Washington State Apprenticeship and Training Council by the end of the performance period if developing a [Registered Apprenticeship](#) or a [Recognized Pre-Apprenticeship](#) program.
- Create program participant slots that combine academic instruction and paid/unpaid on-the-job experiences.
- Establish industry partners providing on-the-job supervised paid/unpaid work experiences.
- Establish education partner providing aligned classroom learning to academic and employer standards.
- **Please review complete list of deliverables in RFP 2022-17 Sample Contract, Exhibit A Statement of Work**
 - > **Tasks 1, 3, and 4 are standard requirements for all program types.**
 - > **Task 2 will be developed specific to the proposed program**

What success looks like

Career Connect Washington (CCW) aims to ensure that 100% of students complete [Career Prep](#) and [Career Explore](#) activities and that 60% of students complete a [Career Launch](#) program before the high school class of 2030 is 30 years old.

CCW's view of a successful outcome for this engagement would be to see:

- Every young adult in Washington, particularly those furthest from opportunity, have equitable access to multiple pathways toward economic self-sufficiency and fulfillment, strengthened by a comprehensive statewide system of Career Connected Learning programs;
- The development of an endorsement-ready program:
 - > Career Launch
 - > Registered Apprenticeship
 - > Career Prep
 - > Recognized Pre-Apprenticeship
 - > Career Explore

Bidder Qualifications

To be eligible for consideration, a Bidder must be licensed, or able and willing to obtain a license, to do business in the State of Washington.

Bidder must also substantially meet the Qualifications noted below. Prior to any award, Bidder may be required to verify in writing, or through oral presentation, how it meets each the following standards:

- Knowledge of the Career Connect Washington framework, including the definitions and requirements of Career Explore, Prep, and Launch.
- Demonstrated understanding of current state of workforce challenges and opportunities within the region.
- Capability to leverage established connections with employers and education partners to conduct program builder activities and accomplish objectives and deliverables.
- Commitment to equity, including proactively recruiting and supporting low-income students, students of color, and students with disabilities.
- Ability to work within CCW system, including CCW Regional Networks, Career Connected Learning coordinators, and statewide team.
- Commitment to sharing best practices with other program builders across the state.
- **Program Builder must develop program in Washington State and serve Washington State Participants.**

Bid Proposals | Mandatory Content | Scored Content

Section B – Identifies and explains the content that **MUST** be include in each Bidder’s Proposal.

ESD placed each mandatory requirement in an Appendix.

If a request for information is contained within an Appendix, then it **MUST** be included as part of the Bidder’s Proposal.

Omission of mandatory required material may cause the Bidder’s overall proposal to be disqualified.

There are five Mandatory Appendices:

- > Appendix A: Bidder Profile & Information
- > Appendix B: Program Proposal

A single Bidder’s Proposal must be limited to only one type

- Type 1 – Career Launch Proposal
- Type 2 – Career Prep Proposal
- Type 3 - Career Explore Proposal
- > Appendix C: Budget Proposal
- > Appendix D: Letters of Support
- > Appendix E: Disclosures & Certifications
 - Section 3 – Executive Order 18-03

Evaluation Criteria / Required Material	Maximum Possible Point Total
Appendix A - Bidder Profile & Information	Administrative Review
Appendix B - Program Proposal	Career Launch (Type 1) 75 Points
	or Career Prep (Type 2) 75 Points
	or Career Explore (Type 3) 75 Points
Appendix C – Budget Proposal	10 Points
Appendix D – Letters of Support	10 Points
Appendix E (Section 3) - Executive Order 18-03	5 Possible Extra Points
Total Possible Points: 100	

Agenda

CCW overview

Overview of the RFP

Elements of a Successful Application

Q & A

Elements of a Successful Application

Program design:

- Concise description of the program you are seeking to create, expand, or enhance – including demonstration of understanding of how the program aligns with the CCW framework (e.g. need to demonstrate how the Career Connected Learning definitions apply to ALL the elements of the proposed program)
- Clear purpose and outcomes for the planning phase (e.g. pre-endorsement for Career Connected Learning program)
- 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 12 months and within the proposed budget)
- Applications for program expansion should be to expand to new industries, geographic areas of the state, and / or with a *significant* increase in student enrollment
- Demonstrate engagement and awareness of proposed program with partners and stakeholder in the proposed region.
- Provide a clear description of the participant experience (e.g. **Who** is providing the instruction , **What** will be instructed for how long , **When** will the instruction take place, **Where** will the instruction take place)
- If program is being proposed to be developed in multiple counties, please provide detail on **How** program will cover a large geographical area. (e.g. Industry and educational partner will be gained in each county)

Partnerships:

- Partner roles are clearly defined
- Diversity of partners represented including business, labor, regional networks, education organizations, etc. (specific stakeholder groups represented will vary by application)
- Strongly encourage description of how you will incorporate Regional Networks, Career Connected Learning Coordinators, Local Workforce Boards, and Local Youth into the development of the proposed program.
- Partners can contribute a variety of services to the development of a program, please provide this detail (e.g. Space, Staff, and/or Expertise)

Track Record of Success:

- Demonstration of success development of program in other states (if applicable)
- Success in other funded related projects
- Can demonstrate consistent growth and results
- Previously success in registration, endorsement, recognition of another program
- Experience delivering impactful programming to high-need communities
- Experience with WIOA funding and populations

Elements of a Successful Application

Equity:

- Details on the specific supports available and how participants will be made aware/access these services
- Equity supports provided by partner organizations should be clearly defined (e.g. bus tickets, clothing, hotspots, transportation)
- Clearly define how intended curriculum is aligned with Universal Design for Learning
- Concise plan and strategy for reaching underserved populations. (e.g. partnering/providing program awareness to organizations that serve justice involve, homeless, low-literacy individuals)

Budget:

- Detailed description for each budget line item
- When using subcontractors, should include details on scope of work and deliverables (e.g. How many subcontracts, dollar amounts, exact service being provided)
- Funding request should be no higher than \$250,000
- Equipment and Supplies being requested for funding must be used and benefit all participants of the program.
- Technology software cost must be shared with other organization programs. (subscriptions do not qualify for funding)
- Career Connect Washington has developed multiple tools and resources for the utilization of its partners, please do not request funding for activities that already exist (e.g. Marketing toolkit and Program Directory)
- Travel expenses should be necessary, reasonable, allocable, and allowable.
- Align budget categories and funding amounts to program proposal, program status (new, expanding, enhancing) and partnerships.

Letters of Support:

- 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)
- Diverse set of partnerships required for the fundamental success of the proposed program
- Provide co-signed letters specific to the type of contributions being provided by partners in the development of the program

Additional Information Regarding Bids & Evaluations

- Bidders must provide their Bid Submission (Proposal) via email as follows:
 - > Email Address: Esdgpbids@esd.wa.gov
 - > Subject line: **RFP #2022-17 – Bid Submission – [Bidders Name]**
- Submissions of the Bidder's Proposal must be received by the date and time noted in the current Procurement Schedule.
- Bidders must submit electronic copies of their proposals in Microsoft Office software or as a PDF.
- Bidders email submission must be all-inclusive and contain all required material in that email transmission.
- It is required that each Bidder submit the respective Appendices (A-E) as separate independent files, all attached as one email.
- Please do not zip your files
- Each evaluator will independently grade and score the Bidder's material based on their own independent judgment. Evaluators will only evaluate the material contained in the Proposals and will not incorporate outside material into their determinations. Each evaluator has sole discretion over their final scores. **Bidders should take every precaution to assure that all answers are clear, complete, and directly responsive to each specific requirement.**
- ESD will employ a uniform scoring system to be used by all evaluators on a scale of zero (low) to ten (high). Each prompt in **Appendix B, C and D** will be scored for merit. Each evaluator's score will then be added together and weighted to determine the total applied score. The Apparent Successful Bidders will be the Bidders with the highest total applied score.

Other considerations

- ESD, at its sole discretion after the above evaluated materials have been scored, may request Bidders to submit written responses to additional questions requested by the evaluation team. Bidders will be required to answer the additional questions about their proposed systems as stated in their RFP proposal. Questions will be emailed directly to the individual identified in Appendix A
- Please review all 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.
- 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.
- Apparent Successful Bidders will be announced via WEBS (List of winning proposals will be uploaded as an amendment document) and via careerconnectwa.org e-mail list. Separate notifications will go to Regional Networks and Career Connected Learning Coordinators.
- Please check your Junk folder for bounce-back notification (may happen if message is above 30MB in size)

Agenda

CCW overview

Overview of the RFP

Elements of a Successful Application

Q & A

Questions?

Please direct all questions by 8/4 to:

Andrea Goff

RFP Coordinator

esdgp bids@esd.wa.gov

