



Program Intermediary Funding

Round 8

February 23, 2022

Agenda

CCW Overview

Overview of the RFP

Elements of a Successful Application

Q & A

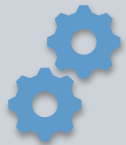
CCW's Vision is to ensure equitable CCL access and outcomes for Washington students



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.



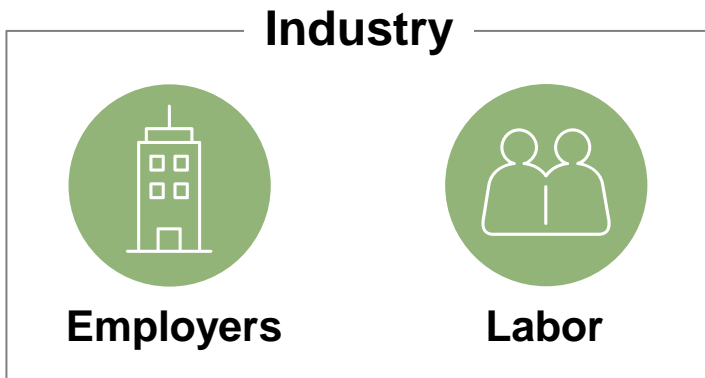
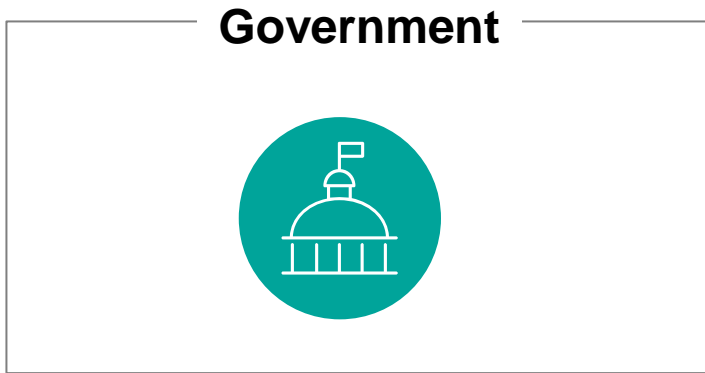
In order for every young adult to succeed, we must intentionally focus on populations furthest from opportunity especially students of color, Indigenous students, low-income students, rural students, and students with disabilities.



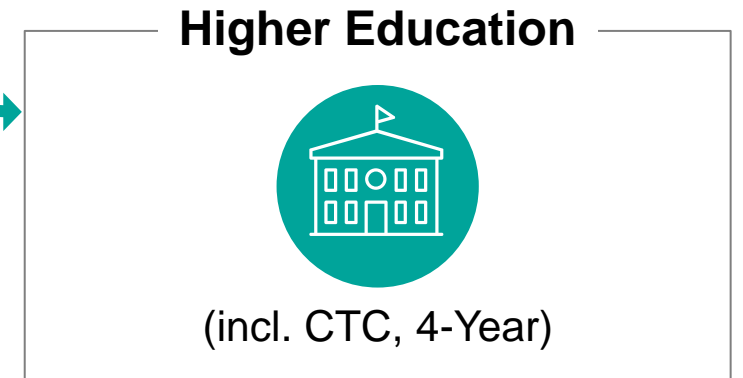
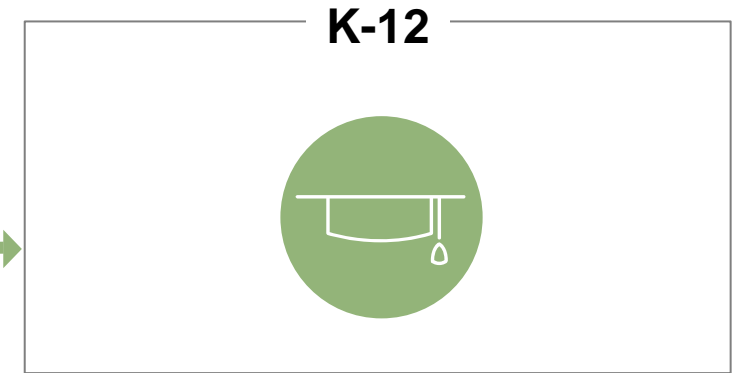
We acknowledge that systemic racism has held students back, especially Black and Indigenous students, and we aspire to build an anti-racist system for career connected learning.

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

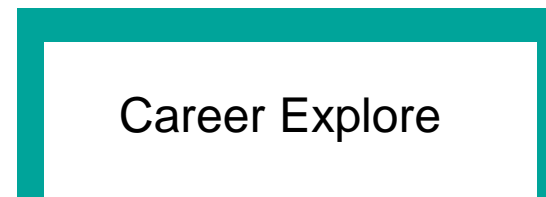
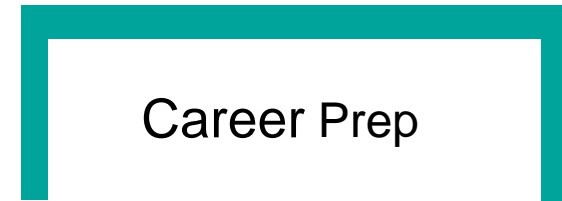
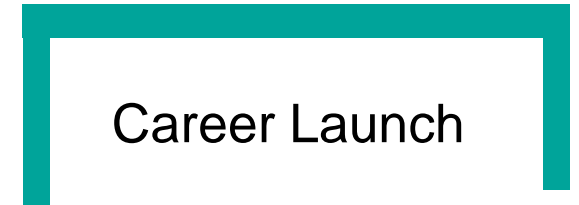
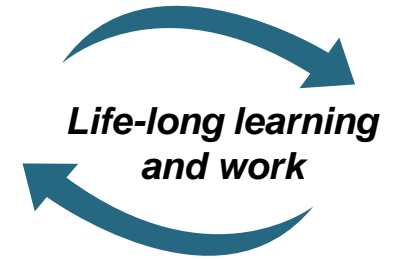
Definition

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

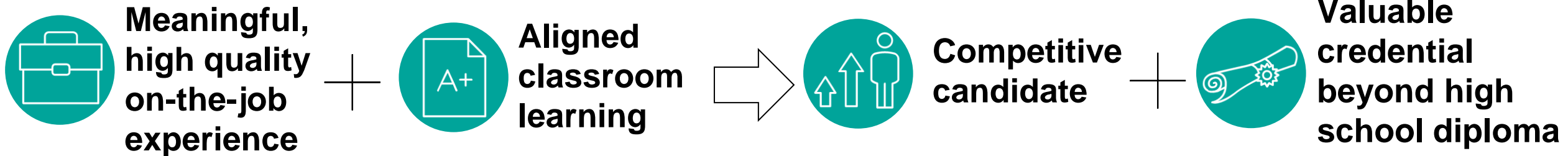
Career-specific instruction at a worksite or in a classroom for academic credit

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)

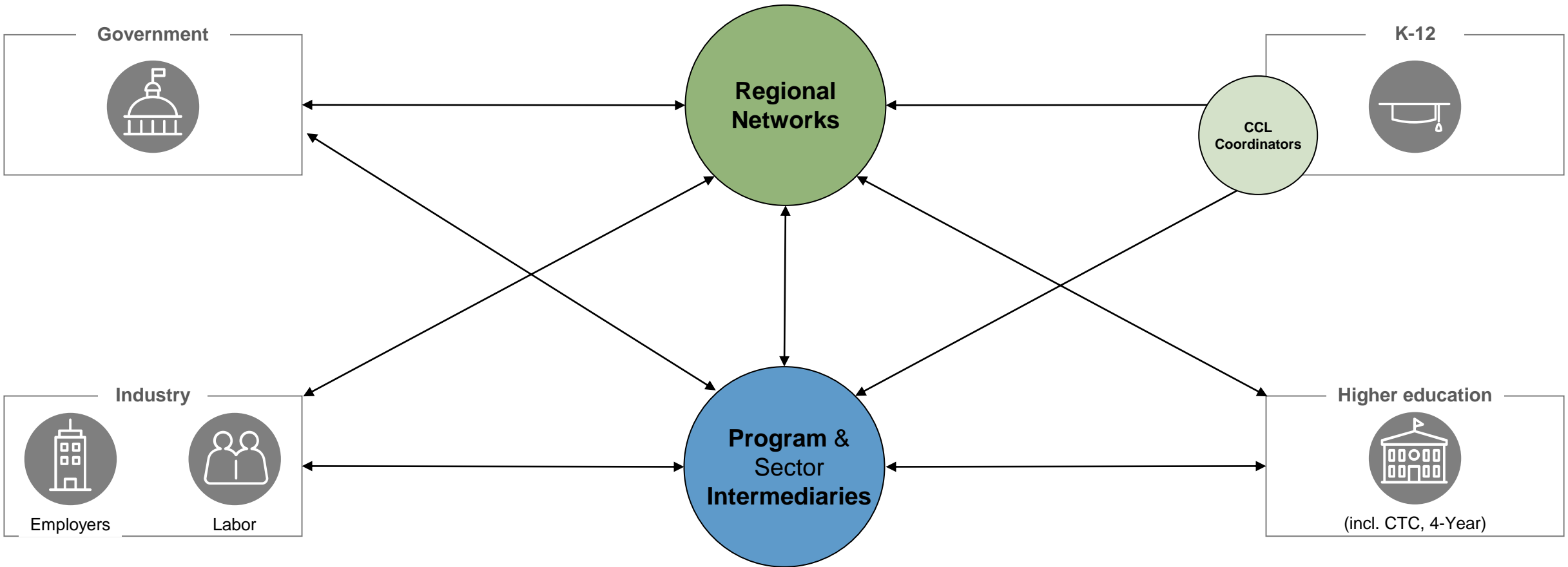
- ✓ Able to continue in employment **OR** successfully compete for jobs leading to financially-sustainable and fulfilling careers

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

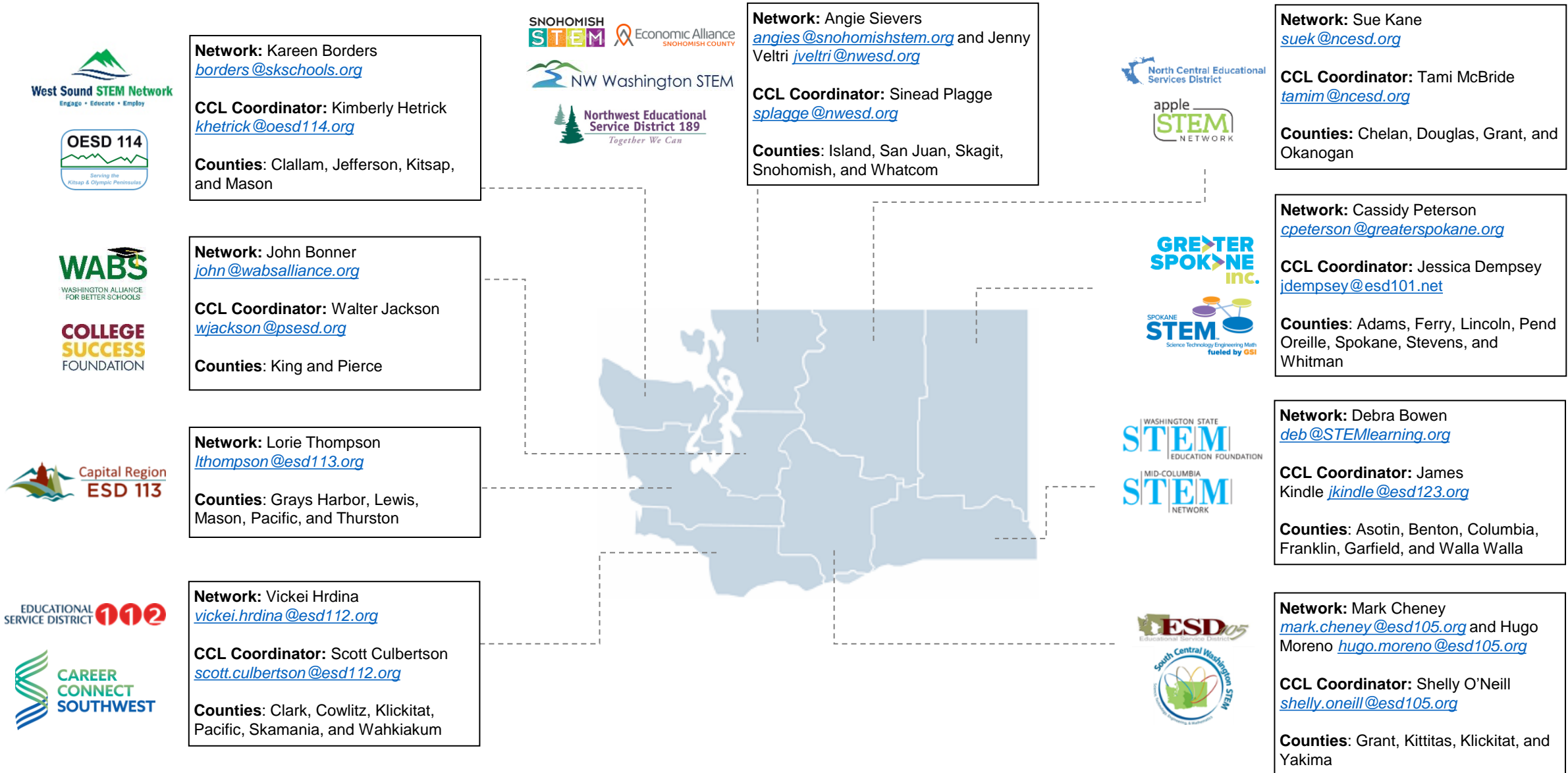
CCW partner infrastructure created to fill gaps, provide necessary connections to achieve annual enrollment increase

Employment

Education



Regional Networks and CCL Coordinators



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

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

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Goals of the RFP

- To develop and expand Career Connected Learning programs statewide.
- Program Intermediaries will work with Regional Networks, Career Connected Learning Coordinators at each Educational Service District, Sector Intermediaries, 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 May 1, 2022, until June 30, 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)	February 1, 2022
Bidders Conference	Right now!
Bidders Submit Questions To RFP Coordinator	By 2:00 p.m. PST March 8th, 2022
ESD Responses To Bidder Questions Via WEBS	March 14 th , 2022
Bidder Proposals Due	By 5:00 p.m. PST April 1st, 2022
Conduct bid evaluations	April 4 th – 15 th 2022 (estimated)
Announce Apparent Successful Bidders Via WEBS	April 15 th , 2022, if no Oral Interviews, April 22 nd , 2022, if perform Oral Interviews
Projected Contract Work Begins	On or after May 1, 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 Career Launch endorsement application to Washington State Board of Community and Technical colleges by end of performance period if developing a [Career Launch](#) program.
- Create program participant slots that combine academic instruction and paid/unpaid on-the-job experiences.
- Establish letters of endorsement from industry partners providing on-the-job supervised paid/unpaid work experiences.
- Establish letters of endorsement from education partners providing aligned classroom learning to academic and employer standards.
- Guarantee that there is alignment to the accreditation process.

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:

- That every young adult in Washington, particularly those furthest from opportunity, has 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
 - > Registered Pre-Apprenticeship
 - > Career Explore
- The development of a scaling plan for an existing program to increase enrollment across industries and regions; and/or
- The enhancement of an existing program to meet the definition of Career Explore, Career Prep, Registered Pre-Apprenticeship, Registered Apprenticeship and Career Launch.

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 Intermediary activities and accomplish objectives and deliverables.
- Ability to scale program (e.g., articulation, degree pathways, partnerships involving multiple education institution and employers).
- 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, Sector Intermediaries, and statewide team.
- Commitment to sharing best practices with other intermediaries across the state.

Bid Proposals | Mandatory Content | Scored Content

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

ESD places 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 required material (included in any appendix) may cause the Bidder’s overall proposal to be disqualified.

There are five Mandatory Appendices:

- > Appendix A: Bidder Profile & Information
- > Appendix B: Program Intermediary Proposal
- > Appendix C: Budget Proposal
- > Appendix D: Letters of Support
- > Appendix E: Disclosures & Certifications

There are three Scored Appendices:

Appendix B: Program Intermediary Proposal

- > The requirements are set out in the four separate sections.
- > All sections, and all prompts therein, must be responded to in writing.
- > Total available score is **75** points.

Appendix C: Budget Proposal

- > Appendix C provides a Budget Template for the Bidders to submit a financial proposal that describes their requested amount of moneys.
- > Total available score is **15** points.

Appendix D: Letters of Support

- > Bidders are required to have pre-existing connections with employers and education partners.
- > Bidders should provide up to (but no more than) five letters.
- > Total available score is **10** points.

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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
- For Career Explore, strong preference for applications with significant enrollment potential
- Demonstrate engagement and awareness of proposed program with partners and stakeholder in the proposed region.

Partnerships:

- Partner roles are clearly defined
- 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)
- 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.

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
- Show strong recent history of coordinating activities and events with secondary and post-secondary education in the region
- 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 students will be made aware of these supports
- Equity supports provided by partner organizations should be clearly defined
- Clearly define how intended curriculum is aligned with Universal Design for Learning
- Concise plan and strategy for reaching underserved populations.

Budget:

- Detailed description for each budget line item
- When using subcontractors, should include details on scope of work and deliverables
- Funding request should be no higher than \$250,000
- 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

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

Additional Information Regarding Bids & Evaluations

- The RFP Coordinator may contact the Bidder for clarification of any portion of the Bidder's proposal.
- Only proposals which include all mandatory content (i.e. all **5** appendices) will be considered responsive.
- Organization could be asked to present to an executive-level committee, representing labor, business, Office of the Governor, and Career Connect Washington.
- Oral presentation(s) may be required and will determine whether interviewees receive funding.

Other considerations

- 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.
- 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.
- 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)
- Please respond to questions concisely and directly. The committee will not review information contained in links or supplemental attachments (other than letters of support)

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Questions?

Please direct all questions by 3/8 to:

Andrea Goff

RFP Coordinator

esdgp bids@esd.wa.gov



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