



Sector Leader RFP

January 22nd, 2025

CCW Overview

Overview of the RFP

Elements of a Successful Application

Q & A

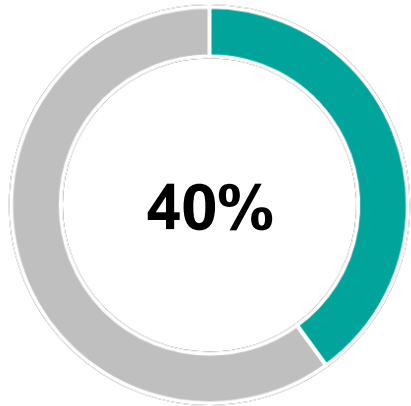
Welcome!

What is Career Connect Washington?

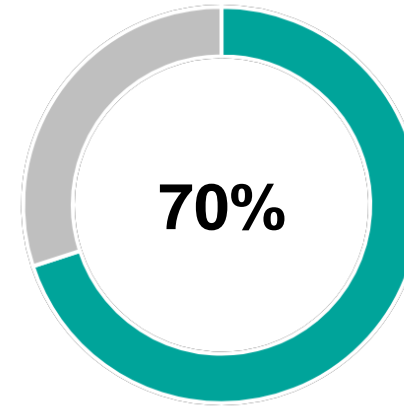
Business, labor, education, and community leaders who are creating work-based and academic programs for young people to explore, learn, and earn money or college level credit.

Career Connect Washington bridges the gap between employers and educators by providing the connection, funding, and support they need to deliver high quality academic and work-based experiences for Washington students, especially those furthest from opportunity.

The Problem: Students lack sufficient pathways to great careers



Percent of Washington students **gaining a credential or degree beyond high school**



Percent of Washington jobs **requiring a postsecondary credential**

Goal: Connect young people to great careers while advancing their education

The Reality Today: Disconnected pathways between education and employment



Education
(K-12 and Postsecondary)



Employment

The Solution: Career connected learning is a braided pathway that connects students to the career opportunities around them, starting early in their schooling

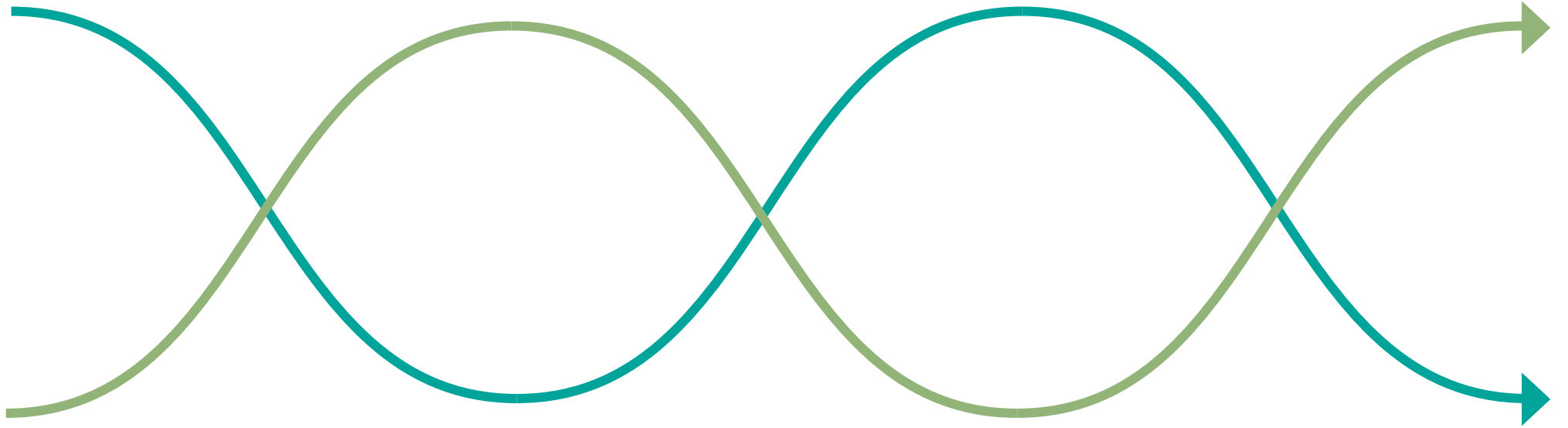


Employment



Education

(K-12 and Postsecondary)



The Solution: Connected pathways require a connected system

Employment

Education

Government



Industry



Employers



Labor

K-12



Higher Education



(incl. CTC, 4-Year)



CCW provides 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 (includes Registered Apprenticeship programs)



Career Launch

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

Career Prep

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

Career Explore

*Postsecondary credential means certificate, or at least one year towards an associates or bachelor's degree

CCW's impact by the numbers

15,578

Nearly 16,000 students enrolled in Career Launch programs

(data from July 2023 – March 2024)¹

8,424

Cumulative Career Launch completions by students enrolled before age 30

(data from July 2019 – March 2024)¹

183

New Career Launch programs created

- Of which 70+ are Registered Apprenticeships

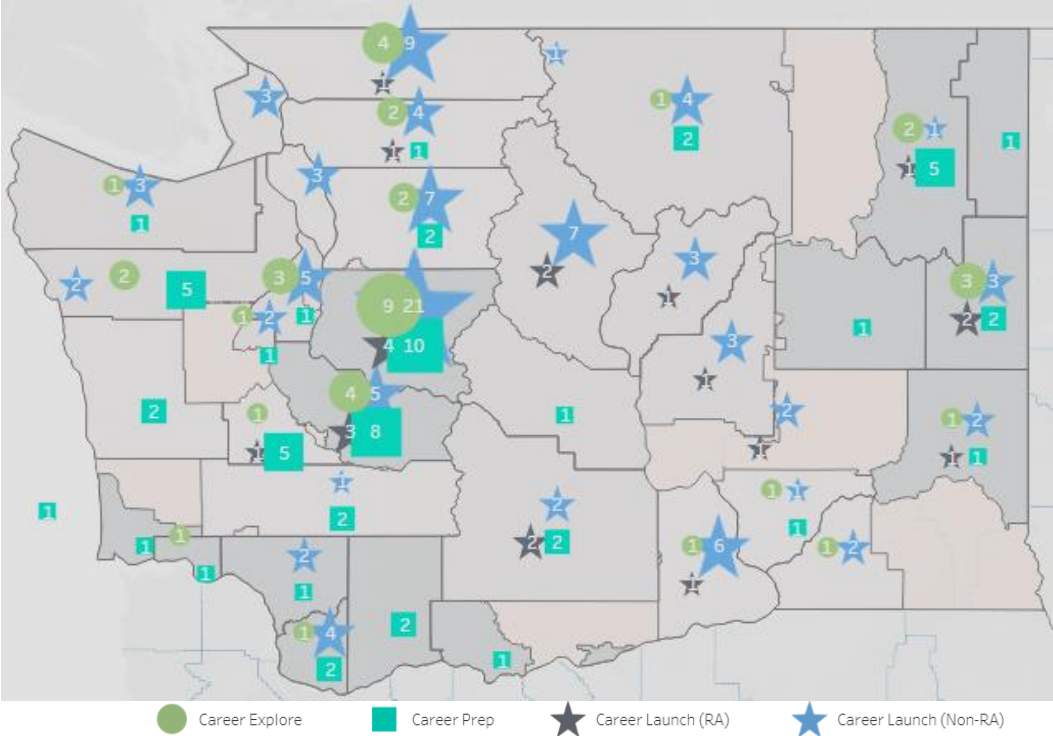
(data from July 2019 – June 2023)

\$29.2M

Good Jobs Challenge (Dept. of Commerce): \$23.5M over three years to grow career connected learning programs

Apprenticeship Building America (Dept. of Labor): \$5.7M over four years to grow Registered and Pre-Apprenticeships

CCW Grant-Funded Programs



1. Apprenticeship enrollment and completion is subject to change up to 3 years after report date. Includes active state Registered Apprenticeships and Career Launch students; Apprenticeship numbers reflect total growth, influenced by a variety of factors, including economic expansion prior to the COVID-19 pandemic.

CCW has worked over the past several years to fill gaps and build connective tissue to help experts work together towards our shared vision

Government



Higher Education



**Regional
Networks**

**Program
Builders**

**Sector
Leaders**

**CCL
Coordinators**

Labor



K-12



Employers

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Objective of the RFP

ESD will use this RFP to determine both the *industry sectors* and the designated *Sector Leaders* for CCW Sector Leader grants.

Promoting collaboration and coherency

- Cataloguing employer needs and mapping those against current career connected learning programs
- Helping to scale existing programs across employers and regions within the sector
- Working with CCW Program Builders, Regional Networks, and other system actors to build new programs to fill gaps and meet employers' needs
- Growing student participation within career connected learning programs, particularly for students kept furthest from opportunity

Roles & Responsibilities of a Sector Leader

Serving the needs of employers and partners

Roles	Responsibilities
Build expertise in career connected learning in the sector	Have comprehensive, nuanced knowledge of sector CCL programs, and maintain trusted relationships across partners
Develop a strategy to grow career connected learning	Develop and advance strategies to grow cross-sector CCL to enable the transferability of skills across sectors
Increase employer participation in career connected learning	Are actively sought out by employers as the trusted advisor on participation in CCL
Facilitate partnerships to address shared workforce needs	Support or manage coalitions of employers and stakeholders that act collectively to advance shared strategies
Enable program alignment, expansion, or development	In addition to offering guidance, facilitation, and technical expertise, may design or deliver programs for its sector
Contribute to the development of the CCW ecosystem	Contribute to shared resources, tools, and collateral, and provide technical expertise as part of CCW initiatives

Activities, Deliverables, & Outcomes

Key Activities	Deliverables
Regularly convene industry stakeholders to update an actionable sector strategy	<ul style="list-style-type: none"> • Refresh sector strategy document at least 1x/year to reflect updates in sector • Demonstrate employer validation of and commitment to recommendations
Increase the number of employers who adopt CCW programs, with an emphasis on Career Launch	<ul style="list-style-type: none"> • At least [X] employers engaged quarterly to discuss participation in current and/or prospective CCW programs • Demonstrated contribution to increased participation in sector CL programs
Facilitate partnerships across the system to advance sector strategy recommendations and CCW programs	<ul style="list-style-type: none"> • Quarterly reporting on: <ul style="list-style-type: none"> ○ Partnership facilitation across employers, Regional Networks, Program Builders and CCLCs; ○ Cultivation and support of new Program Builders; and ○ Progress made against sector strategy recommendations.
Advise and collaborate with CCW and State leaders	<ul style="list-style-type: none"> • Participate regularly in Sector Leader Community of Practice • Provide advisory feedback on grant applications submitted within sector • 2x/year recommendations to CCW and State leaders on policy, strategy, funding priorities, and industry engagement

Activities, Deliverables, & Outcomes (cont.)

Outcomes

- Employers have a shared understanding of workforce needs in their sector and utilize career connected learning programs as their preferred talent solution
- Through close connections to CCW and with assistance from Sector Leaders, employers in each of the identified sectors address their workforce needs by leveraging career connected learning programs
- Successful career connected learning programs are scaled across the state to serve the needs of students and employers
- Opportunities for new Career Launch, Prep, and Explore programs are identified and developed in response to specific employer needs
- Employers adopt Career Launch model as a standard business practice

What Success Looks Like

ESD expects the impact of successful CCW Sector Leader work to be:

- A significant increase in the number of employers in each targeted sector who adopt career connected learning programs as their preferred talent training and recruitment solution; and
- A significant increase in the numbers of programs and participating students in each targeted industry; and
- 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.

Funding & Period of Performance

- Only one contract will be award within any single industry sector
 - Sectors are NOT predetermined
 - The overall evaluation process will determine sectors
- Funding (State) is estimated between \$200,000 - \$300,000 per awarded contract
- Period of performance will cover twenty-four (24) months from July 1, 2025, until June 30, 2027
- Contract periods and funding levels may be extended depending on initial contract performance and the availability of additional funds

Bid Proposals | Appendix A: Bidder Profile

1	Entity Info	Entity Name	Bidder entity must be a legally recognizable entity that can contract with the State of Washington -- it cannot just be a DBA or an unregistered organization name. If the Bidder is an individual, then use the Bidders full name.
		Address - City - State - Zip	Address of your entity to be used for legal purposes and communications.
		Entity Type	Identify your entity type: Corp, LLC, PLLP, Sole Proprietorship
		DBA (if any)	Identify if your entity does business under a DBA
2	Registration Information	WA Statewide Vendor # (SWV)	All state vendors must be registered with the Washington State Department of Enterprise Services as a statewide vendor. Vendors cannot be paid until they have a SWV number. If no current SWV number, affirm that your organization will obtain a SWV number within ten (10) days of executing contract
		State Registration Number	In WA, this is the UBI number, or a tax registration number from the Dept. of Revenue. If Bidder does not have a WA registration number, it must affirm that the entity will register in the state of Washington within ten days of executing contract.
		Federal Tax Identification #	This is for Bidders Federal TIN. If Bidder is an individual, Bidder should not supply a Social Security Number.
		Unique Entity Identifier #	This comes from SAM.gov. UEI number replaces DUNS and the name you have on this profile must match your name at SAM.gov
3	Sector	Industry Sector	Identify by name the industry sector on behalf of which you are applying. A bidder may only select one (1) industry sector. ESD may consider applications submitted on behalf of multiple interrelated sectors within a NAICS supersector.
4	RFP Contact	Name	This section identifies who ESD should contact during the RFP to provide the Bidder with updated information. Please identify one person.
		Title	
		Phone	
		Email Address	
5	Contract Manager	Name	If Bidder is the awarded bidder, this section identifies who would be the contract manager for the ensuing contract. Contract manager is the liaison for all communications and notices between contractor and ESD.
		Phone	
		Email Address	
6	Signatory	Name	If Bidder is the awarded bidder, this identifies the person for the Bidder who is authorized to execute all certifications and will also sign the agreement if Bidder is awarded as the ASB.
		Title	
		Email Address	
8	TYPE: Small, Minority, or Veteran Business "YES" or leave blank for all that apply.	OMWBE Certified	OMWBE Certified Business is a Business certified with the office of Women and Minority Businesses Enterprises under Chapter 39.19 RCW.
		Small Business	A Small Business is an in-state (Washington) business (including sole proprietorship, a corporation, partnership, or other legal entity,) that is owned and operated independently from all other business, and has (a) fifty or fewer employees, or (b) less than seven million dollars annually as reported on its federal income tax return over the past three consecutive years.
		Minority Owned	A Minority Owned Business is a "small business" (per above definition) which is at least 51% owned by a one or more minority individuals.
		Women Owned	A Women Owned Business is a "small business" (per above definition) which is at least 51% owned by a one or more minority individuals.
		Veteran Owned	Veteran Owned Business means a business certified by the Washington state department of veteran affairs under RCW 43.60A.190 or a business considered a veteran-owned business under 39 C.F.R. Part 74.

Bid Proposals | Appendix B: Industry Sector & Sector Leader Proposal

Section 1: Industry Sector Proposal

Provide a narrative response to each element
Bidders may only select one industry sector
Bidders cannot submit multiple proposals
This section pass/no-pass

Section 2: Sector Leader Proposal

Provide a narrative response to each element
Bidders may identify as a lead applicant of a partnership or a single entity
This section is scored

Bid Proposals | Appendix C: Bidder's Certification

Bidder's Certification

Bidder to thoroughly read all elements and sign to the best of their knowledge. Elements include:

- Insurance
- Debarment
- Criminal Offence
- Wage Theft Prevention
- Civil Rights
- Statutory Nondiscrimination Clauses for State Contracts
- Worker's Rights
- Contract Termination for Default
- Taxes
- Financial Solvent
- Lawful Registration
- Registration with WA Secretary of State
- Registration with WA State Dept. of Revenue
- Subcontractors
- WA Small Business
- Certified Veteran-Owned Business

Evaluation Process and Determination of Successful Bidders

- **Phase 1: Administrative Review**

- Proposals were submitted on time, by the stated deadline and contain all required information

- **Phase 2: Review of Proposals**

- Evaluation of proposals will be conducted by an evaluation team assembled by ESD, based on member's own knowledge, skill, and experience. The evaluation team will read, discuss, and complete an evaluation of industry sector and sector leader proposals.

Score	Description	Discussion
1	Very Poor	Does not meet need or is not addressed.
2	Poor	Significant deficiencies identified.
3	Fair	Meets the standard.
4	Good	Fully meets the standard and adds value.
5	Excellent	Fully meets the standard using superior quality and adds significant value.

- **Phase 3: Determination of Apparent Successful Bidders (ASBs)**

- Upon concluding the evaluations for each approved sector, ESD will determine the top scoring Bidder from each sector. That Bidder will be announced as the Apparent Successful Bidder (ASB) for that sector. Only one successful bidder will be announced for each approved sector

Other considerations

- Bidders must provide their Bid Submission (Proposal) via email as follows:
 - Email Address: Esdgpbids@esd.wa.gov
 - Subject line: **RFP #2025-01 – 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 Appendixes (A-E) as separate independent files, all attached as one email
- Documents should be submitted **in the form provided** and not modified to include stationery, letterhead, logos, fonts, etc.
- Please do not zip your files
- Please review all the requirements. Failure to properly fill out all the required forms 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
- 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.

Schedule of Activities:

<i>All times are local to Washington State, U.S.A.</i>	
EVENT	DATES & TIME
RFP Posted to WEBS	January 15, 2025
Bidders Conference	January 22, 2024 – 1-2:30 p.m. Join Zoom Meeting https://esd-wa.gov.zoom.us/j/88275383532?pwd=UDb8NnLi8vMVWDz5a0E0wz5FQY10fi.1 Meeting ID: 882 7538 3532 Passcode: 155515
Bidder Questions	February 28, 2025
Answers are posted	March 7, 2025 – 5:00PM
Complaint process ends	March 20, 2025
Due Date for Submission of Applications	March 28, 2025 – 11:59 p.m.
THE FOLLOWING DATES ARE ESTIMATES and can change at any time with no notice	
Conduct Administrative Review	March 31 – April 4, 2025
Conduct Proposal Evaluations – Sector Fitness (Appendix B)	April 7 - 11, 2025
Conduct Proposal Evaluations – Intermediary Quality (appendix C)	April 14 - 18, 2025
ASB announcements	April 25, 2025
Contract Negotiation with ASB	May 5, 2025, - per time needed (Expected Contract start date July 1, 2025.)
Bidder Debriefs requests and meetings	Request due three days from ASB Announcement Debriefs to be scheduled May 5 – 9, 2025

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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:

- Established, strong working relationships with sector employers;
- Demonstrated understanding of current state of workforce challenges and opportunities within the sector;
- Capability to leverage established connections with employers to conduct Sector Intermediary activities and accomplish objectives and deliverables;
- Ability to work across all educational sectors, including K-12, community and technical colleges, 4-year baccalaureate institutions, and registered apprenticeship programs;
- Ability to work across all geographic regions of Washington state;
- Ability to work with labor organizations;
- Ability to work within CCW system, including CCW Regional Networks, Program Builders, Career Connected Learning coordinators, and statewide team; and
- Capacity to complete the scope of work without needing substantial ramp up time to add resources or develop aforementioned relationships.

Bidder Qualifications (cont.)

- **Bidders may only identify one industry sector for which they are submitting a proposal.** A single bidder may only submit one (1) proposal to serve as Sector Leader in one (1) sector. ESD will not accept bids for multiple sectors, nor will ESD accept multiple bids from any single entity.
- **ESD may consider bids submitted on behalf of multiple interrelated sectors or subsectors when doing so would be consistent with common practice in Washington’s economy and would be consistent with the North American Industry Classification System (NAICS)). For the purposes of this RFP, such bids would be considered single industry applications.** For example, ESD may consider bids submitted on behalf of *manufacturing and aerospace* or *agriculture, forestry, and natural resources* as single industry applications. As a counterexample, ESD would not consider an application on behalf of *finance and retail trade*.
- ESD encourages applications from consortia or backbone organizations on behalf of a partnership. Emerging best practice indicates that **industry-led sectoral partnerships**, including partnerships across entities such as industry associations, Centers of Excellence, labor organizations, and other strategic partners, may provide more effective industry sector leadership than efforts led and managed by single entities.
- Bidders who are single entities are strongly encouraged to fully consider how they will ensure employer co-development and co-ownership of the sector strategy as well as how they will collaborate with industry associations, Centers of Excellence, and appropriate labor organizations to fulfill the expectations of a CCW Sector Leader.

Industry Sector Selection Criteria

- Does the sector play a prominent role in the statewide economy and labor market?
 - The statewide economy indicates overall growth in this sector
 - The statewide labor market indicates high current or future demand for jobs that lead to economic self-sufficiency
- Is there a critical need for state-level support to build or align training programs?
 - Employers have pointed to a meaningful need for new training programs to meet workforce demand
 - Education and training pathways are sufficiently complex (e.g. credential or licensure requirements, mismatches between regional supply and demand) such that state-level support is valuable
- Can the CCW coalition and approach add value to the sector?
 - Employers demonstrate interest in participating in career connected learning programs, particularly Career Launch, and generally have the capability to do so
 - Washington students, particularly those kept furthest from opportunity, would benefit from career connected learning programs in the sector that lead to careers that provide economic self-sufficiency
 - Grant investments in the sector would yield measurable impacts for both students and employers

Sector Leader Selection Criteria

- Bidder has an already-established employer membership base, coalition, or committee it will access and engage (or a named partner to the application with this capability, such as an industry association).
- Bidder can engage a standing roundtable of employers and key partners (e.g. education, labor) that guides career connected learning work in the sector.
- Bidder's performance of CCW Sector Leader work is directly aligned to the core mission, vision, and strategic goals of their organization (i.e. Sector Leader work will not be secondary to the organization's primary activities and strategic objectives).
- Bidder has a demonstrated track record of success in education, training, and workforce development initiatives.
- Bidder's executive leadership and senior staff will have direct roles in the performance of CCW Sector Leader work and the achievement of the expected outcomes and impact. Sector Leader work will not be conducted in full by junior staff or project-based new hires.
- If the bidder runs its own workforce or training programs, the bidder will implement policies and practices to ensure their Sector Leader work advances all career connected learning programs across Washington's full workforce, training, and education ecosystem.
- Bidder staffed, motivated, and capable of intensive employer engagement and stakeholder work. Sector Leader work is industry-led and external-facing. ESD does not fund labor market research, analysis, or studies through Sector Leader grants.

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CAREER
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