



Summer Youth Connect Career + College Connections Request for Proposals

Worksystems, in partnership with the City of Portland Mayor's Office is seeking proposals for organizations with proven capacity to deliver youth career and college exposure activities and services that are comprehensive and grounded in effective practices that promote success in school and prepare young people for success as post-secondary students and future workers.

Section I: Introduction

The Education Cabinet is a cross sector governing body chaired by Portland Mayor Sam Adams and County Chair Ted Wheeler and comprised of private-sector leaders, school superintendents from district within the County, college presidents, and a wide range of community leaders from Multnomah County and the City of Portland. The role of the Cabinet is to focus community action on increasing the number of students that complete high school on time **AND** increase the number of students who go on to post-secondary education/training after high school completion. The Cabinet's strategies target providing support for students with an elevated risk of not completing high school, based on key indicators from the *Connected by 25* research. The Summer Youth Connect (SYC) continuum of services is the first strategy developed by the Cabinet.

Summer Youth Connect is a four-year continuum of interventions for targeted high school students during the summer months. Each year, students receive progressively more intensive, age appropriate, academic support and career and college experiences as they move toward graduation and into higher education, training, and jobs. Using *Connected by 25* research, we can identify students with an elevated risk of dropping out of school and support them through key transitions to increase their likelihood of graduating.

The four-year continuum of program services include: "9th Grade Counts" operated by Portland Schools Foundation which provides a series of industry and college tours to youth transitioning from 8th to 9th grade; Career + College Connections (C³) sponsored by the Mayor's Office and administered by Worksystems, Inc., provides career exploration and credit recovery; and Youth SummerWorks administered by Worksystems, Inc., which provides summer internships for youth, including youth during the summers between 10th – 11th grade and 11th – 12th grade.

The purpose of this RFP is to identify organizations with a proven track record of providing youth services to deliver Career + College Connections program services for the Summer Youth Connect project during the summer of 2010.



Section II: Background

The C³ program is the second step in the SYC continuum. The goal is to provide students with more in-depth investigation of a particular industry or career field. The program will utilize the online Career Information System (CIS) to guide students' research and provide a place to document their experience. Research shows that youth who enter tenth grade behind in credits are four times more likely to drop out of high school; by providing credit recovery opportunities and career exploration opportunities the program's desire is to help youth make the connection between school and career and motivate them to continue with and complete high school.

There are multiple studies that provide empirical support for the proposition that students who are able to internalize the connection between school and career will be better prepared psychologically to engage fully in their educational lives. For example, Lapan, Gysbers, and Petroski (2001) conducted an extensive evaluation of a systematic guidance model that included clear focus on helping students to connect career planning to personal and educational development. Their analysis revealed that seventh graders who were exposed to this comprehensive guidance intervention reported gains in their attitudes about the importance of education in their lives and also achieved higher grades than did students who did not participate in this intervention. Additional research by Solberg, Close, and Metz (2001), using a program that focuses specifically on enhancing students' knowledge of themselves and the world of work identified gains in various domains of student achievement and attitudes relating to education.

For summer 2010, the goal for total participation is 300 students with ½ of those students residing within Portland Public Schools boundaries and ½ residing in East Multnomah County (Centennial, David Douglas, Gresham-Barlow, Parkrose and Reynolds school district boundaries). We envision the project will be operated by two to four individual contractors serving a distinct geographic area within Multnomah County. PROPOSALS SHOULD PLAN FOR 75 PARTICIPANTS.

Section III: Project Funding

Funding for this project will come from multiple sources with several of the program components provided through in-kind or leveraged resources. The funding for this RFP is \$140,000 provided by the City of Portland Mayor's Office to support this six-month program. Based on proposal evaluation and geographic distribution within Multnomah County, two to four contracts will be awarded. The following program elements will be provided through outside resources and are not to be included in budget proposals: bus passes for youth, credit recovery/summer school costs, and participation incentives.



Section IV: Program Components

The project envisions programming in each of the six recognized career pathways (health services and life sciences, industrial/engineering systems, human services, business/management systems, natural resource systems, and arts and communication). Proposals should identify the primary career pathway that your organization has the capacity to deliver programming in. (To ensure programmatic diversity you are to identify two other pathways you believe you could deliver programming in.)

- Target Population
 - Rising 10th graders, defined as students transitioning from 9th to 10th grade.
 - Academic priority status. Academic priority status refers to students who have an elevated risk of disconnecting from school based on one or more of the following: failing two or more 8th grade benchmarks, failing an 8th grade core course, being absent 15 or more days during the 8th grade year, or failing a 9th grade core course. (NOTE: All Multnomah County school districts have agreed to flag students in ESIS who exhibit one or more of these characteristics at the end of 8th grade.)
 - Reside in Multnomah County and attend a public school (including alternatives and charters) in one of the following districts: Centennial, David Douglas, Gresham-Barlow, Parkrose, Portland Public, or Reynolds.
 - Participating school districts will validate academic priority status of program applicants.
- Recruitment and Selection
 - Outreach to academic-priority students in coordination with the resident school districts. (The Mayor's Office will work with each school district to identify an appropriate point person to assist with student outreach. The contractor may also utilize existing relationships).
 - Assist applicants in completing a program application and notify applicants as to whether or not they are accepted into the program. Application form will be provided to successful bidders by Worksystems, Inc. (WSI).
 - Once students have been validated as being Academic Priority by their home school district, should the number of applicants exceed the number of available slots a lottery system will be used to select participants from the pool of qualified applicants.

Applicants must incorporate the following elements into their program design:

- Program Design
 - Career Exploration:
 - Industry/company research



- Worksite-based experience (e.g. company tour, informational interview, job shadow, etc.)
- College Exposure
 - Post-secondary options
 - College application process
 - College/apprenticeship tours
- Work Readiness/Life Skills Training
 - Self analysis (e.g. interest inventory, skill assessments, etc.)
 - Job-search skills (e.g. resumes, cover letters, interviewing, etc.)
 - Workplace behaviors
 - Development of a personal career plan by each participant
- Credit Recovery Coordination
 - Ensure students are enrolled in credit recovery/summer school classes.
 - Coordinate with home high schools the recording of high school credits achieved in credit recovery classes/summer school. Student can earn a minimum of .5 high school credits during the program. (NOTE: The Mayor's Office will coordinate with school districts to subsidize credit recovery costs for participants).
 - Provide case management to support students attending and successfully completing credit recovery course.
- Career Pathways - Industry Focus
 - Incorporate a specific industry focus based on the six recognized career pathways.
 - Identify existing partnerships with relevant businesses or industry associations or a clear plan to recruit businesses or industry associations to support the curricular program.
- Data Tracking, Evaluation and Reporting
 - Successful Bidders will be required to utilize WSI's I-Trac internet-based data management system. This includes the entry of individual participant data, such as demographics, activities, attendance, case notes, credits earned, and outcome data.
To support this technology, successful contractors must have:
 - Business-grade, broadband internet connectivity.
 - Network and workstation virus protection that is fully functional and updated at least on a weekly basis.
 - Individual E-mail accounts for staff working with WSI allowing attachment size of at least 5 Megabytes.
 - PCs with Internet Explorer 6 or newer, 512 MB RAM or more, Pentium 4 Processor or better, and 4GB or more of available disk space.



- 17 inch (or larger) monitor capable of a 1024x768 resolution that is comfortable for the user.
- Effective evaluation and measurable results are crucial to the success and expansion of this initiative. Proposers should anticipate the following data and evaluation requirements:
 - Participant data
 - Attendance and completion status
 - Participant and employer surveys
 - Participant evaluations by career counselor
 - Attitudinal changes towards school completion
 - Increased knowledge of careers, college and workplace skill
- Narrative Reporting Requirements

Contractors will be required to submit a program narrative report documenting progress. Successful Bidder's will be provided details on the information requested in the program narrative report, which will include:

 - Summary of actions
 - Lessons learned
 - Summary of results and testimonials
 - Recommendations for future program development
 - Collection of key documents, curriculum materials, contacts, and resources
 - Collection of participation rosters, surveys, and evaluations
- Regular attendance at SYC C³ coordination meetings is required; a schedule of meeting dates and times will be made available to successful bidders.
- Additional Programming Considerations
 - Students participating in C³ must be able to participate in credit recovery classes. Therefore, C³ programming must not be longer than four hours either in the morning or afternoon to allow for enrollment in credit recovery.
 - Youth will be transitioning from credit recovery classes to C³ programming or vice versa; provision for lunch needs to be made. (The funds available through this RFP may be used to defray lunch costs.)
 - Youth are to receive participation incentives based upon attendance & punctuality for credit recovery and C³ classes on a weekly basis (incentives will be coordinated/provided through the Mayor's office)
 - Youth will receive bus passes/tickets to ensure they get to school and to the C³ program location (bus transportation will be coordinated/provided through the Mayor's Office)
 - WSI will make the BizConnect employer database available to project contractors to recruit worksites. Successful bidders must have a CIS for Internet license in order to use BizConnect.



Section VI: Performance Measures

The goal of the C³ project is for contracted programs to meet or exceed the following targets for performance measures.

Measure	Goal
Percentage of youth who have a 90% or better attendance rate in Summer School	90%
Percentage of youth who have a 90% or better attendance rate in C ³	90%
Percentage of youth who receive at least .5 credits from summer school	85%
Percentage of youth who complete Personal Career Plan	90%
Attitudinal gains related to high school graduation/post-secondary attainment as measured by pre/post assessments*	TBD
Increased knowledge of career, college and workplace skills as measured by pre/post assessments*	TBD

**Assessment instruments to be provided by WSI*

In addition to the measures listed above contractors will be required to collect and report the following information for each youth served in C³.

Data Element
Number of high school credits earned through summer school/credit recovery
Post Program transition status <ul style="list-style-type: none"> • Return to High School • Return to Alternative School • Not returning to school

Section V: Budget and Budget Narrative

1. Complete the Budget Workbook, which can be downloaded from www.worksystems.org
2. The workbook contains an instruction worksheet (tab) which guides users through the budget worksheets. Please provide all information that a reviewer would need to understand the necessity of each proposed item, as well as the formulas and assumptions used to arrive at each budgeted amount. If additional space is required for narrative detail, up to one page of notes may be submitted with the budget documents and will not count toward the proposal page limit.
3. Bidders must disclose the details and amounts of line items that are necessary for the delivery of the service but that have not been included in the budget. For example, if you will be providing office supplies as a leverage contribution and not charging them to the



project budget, you may include that information on the summary worksheet in the Leverage section along with the estimated total value.

- 4. Indirect Cap: Indirect costs are not to exceed 8% of the total budget. All dollars must be allocated as Personnel, Operating, or Indirect. Indirect costs are those cost not directly charged to service delivery (e.g., a percentage of costs associated with the Executive Director’s salary).

REMINDER: CREDIT RECOVERY/SUMMER SCHOOL COSTS, PARTICIPATION INCENTIVES AND BUS TRANSPORTATION ARE NOT TO BE INCLUDED IN YOUR BUDGET PROPOSAL.

Section VII: Deliverable Schedule for Selected Respondents

- Recruitment materials (April 16). All materials must follow “Summer Youth Connect” brand guidelines (logo, color scheme, font face) which will be provided to successful bidders.
- Curriculum plan (May 1)
- Schedule (May 1)
- Participant data to include (ongoing):

Name	ESIS #	Program attendance
Birth date	High School enrolled	Completion status
Home address	Academic Priority	
Race/Ethnicity (optional)	Failed Credits in 9 th Grade	
Gender		
- Final report (September 30)

Section VIII: Proposal Narrative

The proposal narrative should be developed in such a way as to provide reviewers enough information to rate the proposal using the following criteria:

Description of Program Capacity and Relevant Experience (20 Points)

- The applicant’s organization profile demonstrates experience.
- The description of partners and their capacity, area of expertise and rationale for participation in the program model demonstrates capacity and includes existing district and employer relationships.
- Management structure of the organization demonstrates capacity.
- Demonstrated program development experience and success in achieving outcomes.
- Demonstrated experiences working with target population delivering the type of services described in this RFP.



Description of Program Design (40 Points)

- Design clearly describes how enrollment and attendance in credit recovery classes will be integrated into program design.
- Design includes detailed strategies for outreach, recruitment and orientation of the students that will participate in the program. Activities will result in sufficient numbers of applicants meeting the academic priority status requirement. East County proposals describe outreach efforts that ensure program applications are distributed across the districts: Centennial ≈ 10%; David Douglas ≈ 10%; Gresham ≈ 15%; Parkrose ≈ 5%; Reynolds ≈ 10%.
- Program description includes:
 - Career Exploration activities to assist participants in understanding the necessary skills, knowledge and abilities associated with a specific career. Worksite based experience is featured as a key component of the exploration activities. The Career Pathway/Industry focus is clearly integrated into the program design. Participant completion of a career plan is clear as the outcome of these activities.
 - College Exposure activities to assist participants in understanding the steps/requirements to successful post-secondary enrollment; including college entrance exams; federal assistance, grants, or scholarship options to pay tuition.
 - Work Readiness/Life Skills Training activities to assist participants in understanding how to get a job, workplace behavior, personal finance, etc. as described in Section IV: Program Components.
 - Leveraged resources and specific roles and responsibilities of each partner
 - Existing relationships or plans to engage employers and industry in Career Exploration/Career Pathway activities.

Preference will be given to proposals that integrate the following components:

- Industry-specific, service-learning projects
- Coordinate application for high-school credits for students who successfully complete the program through credit-by-proficiency or other means
- Utilize the Oregon Career Information System (CIS)
- Create testimonials and videos that could be posted on PDXyouth.org
- Use incentives (provided by the Mayor's Office) to motivate youth to achieve established attendance and punctuality goals.

Description of Program Staffing and Management (10 Points)

- Staffing plan and organizational chart clearly describes program responsibilities including, but not limited to, outreach/recruitment, program delivery, coordination of work based learning activities, and coordination of credit recovery/summer school.



- Program schedule clearly conveys that program elements can be covered within the schedule proposed.

Budget (15 Points)

- Costs are reasonable and staffing plan aligns with the services described.
- Additional leveraged resources are identified and enhance program activities and outcomes
- Overall budget supports the activities described for the number of youth planned to serve, cost per youth.

Administrative Capacity (15 Points)

The Administrative Capacity review is based on the submission of documents identified on the Administrative Capacity Checklist (Documents 6). The submission will be evaluated on the following criteria:

- Financial Strength and Capacity
- Policies and Procedures
- Insurance Coverage
- Technology Capabilities

Proposal Evaluation

Proposals will be evaluated by a committee based on a Scoring Matrix using the elements described above. During the evaluation process, the committee may, at its discretion, request any or all respondents to make oral presentations, which may be considered in making funding decisions. The review committee will score and rank all proposals based upon the following weighted sections totaling **100 points**:

Proposal Section Point Value

• Program Capacity and Demonstrated Ability	20
• Program Design	40
• Program Management and Performance Attainment	10
• Budget	15
• Administrative Capacity	<u>15</u>
Total Points	100

Section IX: Application Process

Who is Eligible to Apply?

WSI and the City of Portland Mayor's Office are seeking proposals from schools, non-profit and for profit youth serving organizations, community colleges and universities with significant capacity, demonstrable youth development experience and outcomes to operate the Summer Youth Connect C³ programs during the contract period.

Submission

Provide a narrative summary not to exceed seven (7) pages and formatted as described below. The narrative should provide reviewers with a clear understanding of the organization's capacity to deliver the services outlined in this RFP. Reviewers will apply evaluation criteria as outlined in **Section VIII** to select providers. Supporting documents, including submission cover page, organizational chart, program schedule, budget documents, letters of commitment and administrative capacity requirements will not be counted as part of the 7-page limit.

Respondents shall submit their proposal in the format described below:

- Font size: 12-point
- Font style: Times New Roman or Arial
- Line spacing: Single-spaced
- Margins: At least 1-inch (on sides of document)
- Pages: single-sided
- Page should be numbered and include a header and footer identifying the respondent's name
- Label each section and subsection

The proposal submission should consist of the following elements in this prescribed order:

Proposal Submission Cover

Complete the Proposal Submission Cover Page (Document 3).

Proposal Narrative

The narrative is to follow the order of the headings and subheadings in Section VIII: Proposal Narrative, include all headings and subheadings, and in the format requirements described above.

Budget Forms

Complete the Budget workbook as directed in the included instructions.

Letters of Support

Include letters of support from all collaborative stakeholders identified in the narrative. Although representatives from all partners and/or stakeholders may not be identified at the time of this application, Bidders will need to clearly outline the process to engage key stakeholders in the narrative.



References

Provide contact information (name, organization and telephone number) for two (2) other funders who may be contacted to provide references of your agency's program delivery and administrative performance.

Administrative Capacity

Package the Administrative Submission cover page, the completed checklist, and all documents together in a separate envelope and submit with the above documents.

Proposal Due Date

Worksystems Inc. must receive the proposal marked "(Name of Lead Applicant) Summer Youth Connect C³ 2010 RFP" **no later than Friday March 12, 12:00 noon PST**. Submit one (1) original with signature, along with seven (7) copies of the entire proposal package to:

**Worksystems, Inc.
Attn: Barbara Timper
111 SW Fifth Avenue, Suite 1150
Portland, OR 97204**

Please forward an electronic copy of the proposal narrative (in pdf) and the budget workbook (in Excel) to YSCrfp@worksystems.org, as well.

Organizations that hand deliver the proposal will be issued a "Notice of Receipt of Proposal" indicating the date, time and number of proposals submitted. If a commercial carrier (FedEx, UPS, or USPS) is used to submit a proposal it is the responsibility of the bidder to ensure that they receive a receipt of delivery from the commercial carrier. **LATE PROPOSALS WILL NOT BE ACCEPTED UNDER ANY CIRCUMSTANCES and will be returned unopened.** No incomplete or faxed proposals will be considered. Qualifications shall remain valid through September 30, 2010.

Notification of Intent to Apply

Prospective respondents are requested to submit the "Notification of Intent to Apply" (Document 1) to inform WSI of their intent to submit an application. The form should be faxed to WSI at (503) 478-7302 and is due February 18, 2010. While failure to notify WSI will not disqualify an organization from submitting a proposal, this notification is for planning purposes to assist in securing the necessary number of reviewers and ensure there are potential bidders to cover the geographic areas of the County.



Section XI: Administrative Details

Issuing Organization Worksystems, Inc.	Federal Awarding Agency None	Available Funds \$140,000
Available Funding Sources City of Portland – General Fund		
CFDA Numbers N/A	Agreement Form Contract Agreement	
Services Career Exploration, College Exposure, Work Readiness Training		
PY09/10 Allocations (estimate)		
Target Schools/Areas		Youth
Portland Public School District		\$70,000
East County School Districts		\$70,000
RFP Term This request for proposal covers a six-month period beginning April 5, 2010 and concluding September 30, 2010. At the discretion of WSI and the City of Portland, up to two (2) optional one (1) year extensions may be granted based on performance and the availability of funding.		
Administrative Requirements All contractors must meet a minimum level of administrative and fiscal capacity in order to contract with WSI. Organization must submit required Administrative Capacity documents and pass an administrative qualification review. Based on the information presented, reviewers will determine if the organization has the financial capacity to administer a cost reimbursement contract comprised of public funds.		
Public Record Disclosure Respondents are advised that most documents in the possession of WSI are considered public records and subject to disclosure under the State Public Records Law (ORS 192.410-192.505).		



Bidder's Conference

The Bidder's Conference will be held on **Thursday February 18 from 9:00 am – 11:00 am in the Training Room on the first floor of the U.S. Bank Tower, located at 111 SW First Ave, Portland, OR.** Attendance is strongly encouraged, but not required.

Inquiries

All inquiries related to this RFP are to be submitted electronically. E-mail inquiries should be identified on the e-mail as "SYC C³ RFP" and sent to SYCrfp@worksystems.org.

Written questions received after the RFP has been published and before 5:00 p.m., March 8, 2010, will be responded to within 48 hours by posting in the "Questions and Answers" section for this RFP at www.worksystems.org - Funding Opportunities. Questions received after March 8, 2010, will not be answered.

Timeline

DATE	ACTIVITY
February 10, 2010	RFP Available on WSI website
February 18, 2010	Bidders Conference
March 12, 2010 12:00 noon	Proposals due at Worksystems Inc.
March 12 – March 26, 2010	Review and Selection Period
March 26, 2010	Award Notification
March 29 – April 5, 2010	Contract Negotiation/Contract Signatures
April 5, 2010	Contract Start Date

COST OF PREPARING PROPOSALS

Costs for developing the proposals are solely the responsibility of the respondents. WSI will not provide reimbursement for such costs.

WITHDRAWAL

A submitted RFP response may be withdrawn at any time. A written request to withdraw the response must be submitted electronically to: SYCrfp@worksystems.org.

OWNERSHIP OF WORK PRODUCT

All work products produced by the successful contractors under this RFP are the exclusive property of Worksystems, Inc. and the City of Portland. "Work Product" shall include but not be limited to research, reports, curriculum materials, computer programs, manuals, drawings, photographs, artwork and any data or information in any form.

APPEALS

The following process has been established to address appeals:

- The appeal must be due to what the respondent considers a flaw in the Evaluation Committee's funding recommendation process.



- The appeal must be submitted in writing by Wednesday, March 31, 2010. Appeals must be filed with Janice Frater, Compliance Manager at SYCrfp@worksystems.org. All appeals are public information.
- The organization/individual filing the appeal must specify the basis of the appeal and provide an alternative the appellant would find acceptable. Proposal rating scores may not be appealed. The mere fact that a proposal was not recommended for funding is also not open to an appeal, nor is a complaint about the amount of funding granted. The appeal must be a violation of the process established for the solicitation.

During any part of the review or consideration, the appellant may be asked to clarify or amplify statements or to provide proof of claims or other statements. Any such requests must be fully responded to within the time designated by WSI. In the event an appellant fails to respond, the appeal will be dismissed and no further appeal will be accepted.

WSI's Executive Director and Chief Operating Officer will review the appeal and issue a written response that is intended as a complete and final answer to the appeal.

Resource Documents

The documents, forms and workbooks referenced in this RFP are also posted at www.worksystems.org with this RFP as separate documents, labeled as shown:

- Document 1 Notice of Intent to Apply
- Document 2 Budget Workbook (Excel)
- Document 3 Proposal Checklist
- Document 4 Proposal Submission Cover Page
- Document 5 Administrative Capacity Submission Cover Page
- Document 6 Administrative Capacity Checklist