The High School Recruitment Pilot Program

Request for Proposals
Information Meeting

First 5 LA
  o First 5 LA
    o Next Five Strategic Plan (FY 2004–2009)
      - Goal areas: Early Learning, Health, and Safety

The ECE Workforce Development Initiative
The Commission committed $15 million to the ECE Workforce Development Initiative in order to address the challenges facing the ECE workforce in LA County.

  Initiative Components:
  1. High School Recruitment
  2. Families, Friends and Neighbors
  3. Career Development
  4. Higher Education
  5. Compensation and Retention
  6. Public Education

  o Concept Paper and Framework
HSR Pilot Program Background

- There is an inadequate supply of existing and future ECE providers in LA County.
- New entrants are needed to meet the long-term demand for ECE teachers and providers.

HSR Pilot Program Background

- HSR Pilot Program Goal: To encourage more young people to consider ECE as a career goal by providing students with information, resources, and internship opportunities in the ECE field.
- Funding: Each HSR Pilot Program may request up to $800,000 up to a 4-year period.

Eligibility (RFP, page 5)

Proposals must consist of a collaborative of partners:

- At least 1 High School AND
- 1 two- or four-year College or University
- Community-based organizations with relevant experience are encouraged to be part of the collaborative.
**Eligibility** (RFP, page 5)

**LEAD AGENCY**
- An entity must be designated as the **Lead Agency**
  - A High School, 2- or 4-year College, or Community-Based Organization
  - Demonstrated record of providing services or supports to high school students
  - Capacity to manage the administration and coordination of the Program
  - Able to meet the requirements set forth within the RFP

---

**Requirements** (RFP, page 5)
- A high school population that resides in LA County
- Knowledge of the ECE career lattice
- Familiarity with and access to the California high school and higher education systems
- Strong management and team building skills

*Please see RFP for complete list of requirements.

---

**Required Program Components**
- **TARGET POPULATION** (RFP, page 6)
  - High school students in 9th to 12th grade in LA County.
  - Students who have not traditionally participated in ECE careers.
PROGRAM ACTIVITIES (RFP, page 6)
- Each HSR Pilot Program must include at least 1 Recruiter.
- Recruiter(s) Role

Required Program Components
- HSR Pilot Programs must implement a Tiered Activity program design.
- The goal of the activities in the First and Second Tiers are to direct as many students as possible into Third Tier activities.
- Each Tier must provide more than 1 type of activity that must be tailored to the diversity of the targeted population.
- Conducting Tier activities.

First Tier Activities: General outreach and sharing of information about ECE careers and their importance.
Second Tier Activities: Once interested students are identified, hands-on activities that will further expose the students to ECE careers must be conducted.
Third Tier Activities: A bridge for students who become interested in the ECE field. It includes mandatory career/college counseling and completion of an internship and/or academic course work.

*Please see RFP for minimum number of students who must participate in Years 2, 3, & 4.
Required Program Components

1st TIER ACTIVITIES
EXAMPLES:
  - Distributing information and materials
  - Addressing groups of students at assemblies
  - Speaking to students in related high school courses
  - Arranging for guest speakers
  - Attending other school or community events

2nd TIER ACTIVITIES
EXAMPLES:
  - Field trips to childcare centers
  - Visits to colleges with Child Development departments
  - Job-shadowing in ECE occupations
  - After-school or other extra-curricular meetings

3rd TIER REQUIREMENTS
- Mandatory individualized ECE-related career/college counseling
  AND
- Practical experience and/or Academic Activities
- Tracking of students
Required Program Components
- **PROGRAM MANAGEMENT** (RFP, page 8)
  - The Lead agency must ensure effective and efficient coordination within the partnership.
  - Proposed Programs may need additional support staff.

Required Program Components
- **SUSTAINABILITY** (RFP, page 9)
  - Proposed Programs must incorporate and implement sustainability strategies across the 4 years of funding.

Required Program Components
- **EVALUATION** (RFP, page 9)
  - Develop performance measures and systems.
  - Provide reports and findings to the Commission.
Content of the Narrative

- Content of the Narrative = 20 pages maximum.

- Proposals must use exact headings and subheadings as listed in the RFP.

---

**Content of the Narrative**

- **LEAD AGENCY (RFP, page 10)**
  - Describe how the Program will meet the eligibility criteria.
  - Demonstrate ability to meet and/or possess stated requirements in RFP.

---

**Content of the Narrative**

- **COLLABORATIVE PARTNERSHIP (RFP, page 10)**
  - Describe the collaborative partners and the types of collaborative activities that will help carry out the goals of the HSR Pilot Program.
Content of the Narrative

- PROGRAM DESIGN (RFP, page 10)
  - Describe the intended goals of the proposed HSR Pilot Program.
  - Describe the approach the proposed Program will use to implement the Program components described in this RFP.

Content of the Narrative

- TARGET POPULATION (RFP, page 11)
  - Describe the characteristics of the high school group that will be served by the Program.
  - Identify target sites for outreaching to high school students.

Content of the Narrative

- PROGRAM ACTIVITIES (RFP, page 11)
  - Describe the Recruiter(s) qualifications and role in meeting the proposed Program’s objectives.
Content of the Narrative

- **PROGRAM ACTIVITIES (RFP, page 11)**
  - Describe the specific activities for each Tier.
  - Describe the role and responsibilities of Program partners in implementing Tier activities.

Content of the Narrative

- **PROGRAM MANAGEMENT (RFP, page 11)**
  - Provide an overview of each HSR Pilot Program staff and team member.
  - Highlight staff experience with other relevant programs.

Content of the Narrative

- **SUSTAINABILITY (RFP, page 12)**
  - Describe how the proposed Program will be sustained beyond the 4-year funding period.
  - Discuss the proposed Program’s plan for leveraging resources.
Content of the Narrative

- EVALUATION (RFP, page 12)
  - Describe the evaluation plan.
    - Describe the methods, tools, and/or processes that will be used to collect data.

Proposal Package

- APPENDIX A

  PROPOSAL COVER SHEET
  - Organization/Applicant Information
  - Proposal Abstract

Proposal Package

- APPENDIX B

  PROPOSAL PACKAGE CHECKLIST
  - Identifies all items that must be submitted in the proposal package.
  - Signatures on original copies must be in blue ink.
Proposal Package
- TABLE OF CONTENTS
- CONTENT OF THE NARRATIVE
- ORGANIZATION CHART
- RESUMES, JOB DESCRIPTIONS, AND JOB QUALIFICATIONS

Proposal Package
- APPENDIX C

MEMORANDUM OF UNDERSTANDING
- Describe in detail the activities or services that the collaborative partner or contractor will provide to the Lead agency.

Proposal Package
- APPENDIX D

PREVIOUS CLIENT FORM
- List of all clients for whom you have worked during the past 3 years on programs similar to the one described in this RFP.
**Proposal Package**

- **APPENDIX E**

**SCOPE OF WORK**
- Comprehensive, detailed list of the objectives, deliverables and sequence of tasks and/or activities to be completed in a Program timeline.

---

**Scope of Work Form**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Activities &amp; Subtasks</th>
<th>Timeline</th>
<th>Deliverables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify three target project areas.</td>
<td>a. Develop list of First 5 LA priority areas based on First 5 LA child care needs criteria.</td>
<td>7/1/08-1/31/09</td>
<td></td>
</tr>
<tr>
<td></td>
<td>b. Map list of priority target project areas.</td>
<td>2/1/09-6/30/09</td>
<td></td>
</tr>
<tr>
<td></td>
<td>c. Convene 3 neighborhood and institutional stakeholders in 1 target project area.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For example: ABC Agency will create a master plan for a school readiness campaign targeting local school districts in LA County resulting in nine (9) new child care sites.

---

**Proposal Package**

- **APPENDIX F**

**BUDGET FORMS AND BUDGET NARRATIVE**
- Review the Budget Instructions Form
- Excel document
  - Budget Summary Sheet
  - Individual Sheets for Sections
Proposal Package
- CURRENT AUDITED FINANCIALS
  (Include Management letters, if any)
- BY-LAWS
- ARTICLES OF INCORPORATION
- LIST OF GOVERNING BODY MEMBERS

Review Process and Criteria (RFP, page 14)
- Review Process
- Selection Criteria
- Priority Criteria
  - Areas: Baldwin Park, Bell, El Monte, Hawthorne, Huntington Park, Lancaster, La Puente, Lynwood, Panorama City, South Gate, South LA, and Long Beach

Timeline (RFP, page 15)
- March 27, 2008 – Last Day to Submit Questions
- April 4, 2008 – Proposal Packages due at First 5 LA by 5:00pm
- April 14–16, 2008 – Interview and/or site visit
- April 28, 2008 – Notification of Final Decisions
- April 28, 2008 – Contract Negotiations Begin
- July 1, 2008 – Contract Begins
Submission Guidelines (RFP, page 16)

- Proposal Format
- Do not bind the proposal material.
- 1 Original and 8 copies

HSR Pilot Program Proposal Due

- April 4, 2008 by 5:00pm

First 5 LA Website:
- www.First5LA.org
- ECE@First5LA.org
- FAQ’s – Check website

QUESTIONS?