

Request for Proposals

EducatePHL Outreach Consultant

Release Date: Wednesday, August 30, 2023

Proposals Due: Submissions will be accepted until Friday, September 29, 2023, at 5 PM ET

Submission Details

Applications must be submitted electronically, with the subject line “Outreach Consultant for EducatePHL,” to the contact listed below:

Contact: Ashlee Phillips, Manager of Workforce Partnerships

E-mail: workforcepartnershipsRFP@philaworks.org

Introduction

Philadelphia Works, Inc., the city's workforce development board, is a non-profit, quasi-public organization serving employers and connecting career seekers to employment and training opportunities. We invest public resources in a variety of workforce solutions that drive economic growth, influence the public workforce policies, and optimize funding and resources to build a skilled and thriving workforce. For more information, please visit our [website](#).

A. Background and Purpose

This request for proposal is a solicitation for an Outreach Consultant for EducatePHL, an education industry partnership. PhilaWorks, in partnership with the City of Philadelphia, and Elevate215, have established EducatePHL. As an industry partnership, EducatePHL convenes education employers and focuses on leveraging workforce systems to support a robust educator pipeline. EducatePHL is focused on attracting candidates to the profession through outreach, identification, and communication of career pathways programming, and enhancing support to existing professionals within the education sector. This industry partnership is a natural extension of the City of Philadelphia and Elevate215's foundational work to develop a citywide strategy for diverse and high-quality teachers.

EducatePHL provides an opportunity for Philadelphia's school systems to partner with Institutions of Higher Education (IHEs), training providers, community-based organizations, relevant labor union(s), and economic and workforce development entities to support the education industry. Moreover, EducatePHL is leveraging resources and strategies aligned with the City of Philadelphia, Elevate215, and Philadelphia Works to scale training and communications efforts to attract and retain talent within the education sector.

The EducatePHL Outreach Consultant Request for Proposal is supported by the U.S. Department of Labor, the U.S. Department of Health & Human Services, and the PAsmart Industry Partnership Grant funding. A total of \$100,000 in funding is available for the Outreach Consultant, with the potential for more funding to be made accessible. Additional funds are available for outreach materials and implementation. 100% percent of the EducatePHL Outreach Consultant Request for Proposal is financed with state funds.

B. RFP Description

Outreach is a core priority for the EducatePHL members and integral to the success of the industry partnership. The Outreach Consultant will develop and implement a targeted two-cycle outreach campaign to increase the recruitment, hiring, and retention of current and future teachers. This work will include developing and executing a comprehensive outreach plan and strategy based on the priorities identified by EducatePHL members, creating EducatePHL branding and relevant collateral, offering guidance about the best outreach avenues in alignment with EducatePHL goals, and producing and launching outreach materials. Content development will include video vignettes to create excitement around the awareness campaign. Contract deliverables will include the filming and production of video vignettes and website creation where current and new resources will be housed.

The Outreach Consultant will also be responsible for setting benchmarks and capturing and analyzing data from the campaign to help EducatePHL determine the campaign's success.

This includes the utilization of target audience input, such as candidate focus groups, surveys, etc., to measure the efficacy of messaging.

Unified Collaboration:

The Outreach Consultant and the PhilaWorks Communications team will establish a fundamental collaboration, critical for the various activities and deliverables outlined in this RFP. Their joint effort will primarily focus on:

- **Website Creation/Development:** The partnership will create a compelling face for this project in the digital domain. This includes close attention to analytics and user experience (UX) design.
- **Digital Asset Inventory Management:** The collaboration will ensure meticulous attention to detail for seamless operational efficiency. These platforms will store the organization's intellectual property resources and innovative content, aiming to establish long-lasting processes and protocols for efficient maintenance and management.
- **Continuous IP Representation:** This core activity aims to safeguard brand consistency, assets, and the properties developed within the collaboration. The goal is to maintain consistency in IP representation to foster trust and credibility among stakeholders.

These platforms will not only house and catalog the IP's knowledge and innovations properly, but they will also ensure vigilant maintenance, vetted security, and efficient management to foster stable, secure, and successful operations into the future.

The Outreach Consultant must demonstrate knowledge of best practices and describe the approach that would be taken for implementation locally in the following:

- **EducatePHL Educator Resource Hub**
 - Applicant must work with EducatePHL to create and/or modify a dedicated branded online space that offers a one-stop shop for information and resources dedicated to all career pathways to becoming an educator.
 - Applicant must analyze key data points such as engagement numbers and website analytics to measure successes or areas of improvement for the resource hub.
 - Applicant must provide all-encompassing resources for educators that showcase the many pathways, benefits, and policy changes in Pennsylvania to elevate and celebrate the teaching profession.
- **Outreach Campaign**
 - Applicant must design and implement an effective outreach campaign that encourages rising and current educators to seek a role in Philadelphia.
 - Applicant must set objectives for outreach projects and monitoring performance metrics against those benchmarks as part of the decision-making process.

- Applicant must compose comprehensive reports on campaign results with recommendations that guide the work throughout this project.
- Branding/ Collateral Creation
 - Applicant must develop collateral on existing career pathways, apprenticeship information, training programs, etc. to be used on various media and digital platforms.
- Direct Recruitment of Educators
 - Applicant must create and implement an outreach strategy that excites career seekers about career opportunities in education.
 - Applicant must raise awareness about the open positions at schools through the city of Philadelphia.
 - Using personal stories, applicant must aim to change the narrative on education opportunities in Philadelphia which highlight pathways to become a certified teacher including new pathways, increased salary and benefits, and quality of life in Philadelphia.
 - Applicant must determine what messaging will attract talent to Philadelphia and the best way to communicate those messages.
 - Applicant must utilize various media and digital platforms and preferences to reach a broader audience base.

The successful applicant should demonstrate substantive knowledge and understanding of the education industry, workforce ecosystem, and how the two systems intersect. Respondents are **strongly** advised to research all the above on the following websites:

- Philadelphia Works, Inc.: www.philaworks.org
- Elevate215: <https://elevate215.org/>
- Office of Children and Families, City of Philadelphia: <https://www.phila.gov/departments/office-of-children-and-families/>
- PA Department of Labor: www.paworkforce.state.pa.us
- Pennsylvania Department of Education: PA Department of Labor: www.paworkforce.state.pa.us

The RFP Selection Committee will evaluate, rank, and make funding decisions regarding individual proposals received.

C. Who is Eligible to Apply?

Proposals will be accepted from any private for-profit agency, private non-profit organization, government agency, or educational institution that can demonstrate the capacity to successfully provide the services identified in this RFP. Previous and existing Philadelphia Works' contractors are eligible to apply to be the Outreach Consultant for the EducatePHL Industry Partnership RFP. Proposals that subcontract more than ten percent of the program administrative services will not be reviewed. **Submissions will be accepted through Friday, September 29, 2023, at 5PM ET, contingent upon the availability of funds.**

Organizations must demonstrate a track record in providing outreach services and a history of raising awareness about successful cross-sector partnerships. Service delivery will include collaborating with Philadelphia Works, Elevate215, the City of Philadelphia (Office of Children and Families), local education agencies, community-based organizations, and workforce stakeholders, educational institutions, and other public partners.

Applicants must be in good financial standing and may not have been declared ineligible by the federal or state governments for funding. Applicants who can show they have established programs and presence with the community will be given priority.

The selected provider will be required to supply evidence of appropriate licenses, insurance, relevant internal procedures, data security, and financial controls, prior to contract execution. Philadelphia Works, in soliciting requests for proposals, shall not discriminate against any person or organization submitting a response pursuant to this Request for Proposal because of race, color, creed, religion, sex, sexual orientation, age, disability, ethnic group, national origin, or other basis prohibited by law.

D. Contract Period

The EducatePHL's grant period is from January 2023 - June 2024. This RFP seeks services for the time period from October 30, 2023 - June 30, 2024.

E. Availability and Awarding of Funding

Philadelphia Works requests that proposers submit a reasonable and detailed budget for this Request outlining the proposed costs, ensuring that each cost is in line with the scope of this proposal. Funding for this project is contingent upon the availability of funds and continued state and federal authorization for program activities in Philadelphia.

The selected consultant will be compensated on a cost reimbursement basis via contract. This RFP and the successful applicant's response will be incorporated by reference into any contract agreement.

Section I: Scope and Service Requirements

The following scope of work outlines the roles and responsibilities of the Outreach Consultant, as it relates to the service coordination of EducatePHL.

Programmatic Responsibilities

1. In collaboration with EducatePHL, develop a plan for an educator resource hub that meets EducatePHL goals to recruit and hire quality educators, provide communication about education career pathways, and promote an appreciation of education sector careers.
 2. Outreach and recruiting strategy development for EducatePHL: Consultant should include an outreach timeline, suggested advertising strategies, including wide-reaching social media platforms and a data-based recruiting campaign.
 3. Identify multiple sources and strategies for enhancing teacher recruitment.
 4. Utilize best practices for text to be used in advertising and recruiting materials.
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5. Provide recommendations for differentiated recruitment strategies.
6. Track data showing the effectiveness of recruiting platforms and the resource hub with recommendations for high-yield sites/efforts.

Administrative Responsibilities/Deliverables

1. Develop a comprehensive outreach plan.
2. Create digital and media assets to include but are not limited to:
 - a. Logo and branding guide
 - b. EducatePHL website
 - c. Video production – digital and pre-roll ads, short video vignettes
 - d. Digital ads – graphic design, slides, banner ads
 - e. Content graphic design for new resources
 - f. Branded templates for subsequent resources
 - g. Collateral materials – mail, handouts, etc.
3. Develop a teacher focus group to measure the efficacy of our message as well as talent recruitment for the video vignettes to create excitement around the awareness campaign.
4. In collaboration with EducatePHL and Philadelphia Works, maintain the educator resource hub with updated content and data analytics.

Section II: Responding to the RFP and Application Process

A. RFP Questions

Questions regarding this RFP should be submitted to workforcepartnershipsRFP@philaworks.org. In the email, please add Outreach Consultant in the subject. Answers to questions will be posted online at [Philadelphia Works, Inc. - Procurement Opportunities](#). Answers will be posted every three days by 6PM ET. Questions can be submitted to Philadelphia Works, Inc. until **5PM ET on September 18, 2023**.

B. Proposal Responses and Submission

Requests are accepted and will be reviewed and evaluated by Philadelphia Works through **September 29, 2023, at 5PM ET**. Please complete the Request for Proposals – Submission Form below, providing the required information and attachments. Submitted proposals must consist of one PDF document per attachment (up to four total). **Please include budgetary quotes for outreach materials and implementation in your proposal.**

Submission to this RFP should be sent to workforcepartnershipsRFP@philaworks.org. In the email, please add Outreach Consultant in the subject. Applicants must follow the procedures outlined in this RFP. The RFP is available at [Philadelphia Works, Inc. - Procurement Opportunities](#). Hard copies of this RFP will be available upon request by e-mailing workforcepartnershipsRFP@philaworks.org.

Submitted proposals must consist of all components and attachments as outlined below:

- Request for Proposals - Submission Form with additional pages if necessary
- Attachment 1: Line - Item Budget and Narrative

- Attachment 2: Audited Financials – If externally audited financial statements cannot be provided, submit some form of financial statement for the prior year or two. A non-profit organization may choose to attach their board reports. A small company may choose to present two years of internal financial P&L reports.

Strong proposals will demonstrate a full understanding of the requirements described throughout this RFP and establish the capacity, expertise, and program design needed to meet the required standards and goals. No incomplete, faxed, or hard-copy applications will be accepted. Submissions that do not follow the required format may not be reviewed. Philadelphia Works, Inc. will review each request and notify organizations of approval or disapproval.

C. Evaluation of Submissions

A three-phase evaluation system will be used to rate each proposal. The evaluation system is designed to convert to a numeric score between zero through one hundred. The rubric includes evaluation criteria related to the following categories: history and experience, plan for implementation of services, organizational capacity, and budget and cost descriptions. Organizations submitting proposals will be independently assessed for their plan to provide services, reporting and cost requirements, and fulfillment of financial responsibilities. Any organization that does not have the capacity will be disqualified from consideration for the final award.

1. **Completeness** Submissions will be initially reviewed to verify that they are complete and consistent with the guidelines set forth in this RFP. If any section of your response is missing or illegible it will be considered non-responsive and will not be reviewed.
2. **Fiscal Review** Following the initial review, the organization and proposed budget will be reviewed for capacity and compliance with the proposed workplan. Additional financial documentation may be required dependent upon the final decision of Philadelphia Works.
3. **Programmatic Review** Concurrent with the fiscal review, submissions will be evaluated based on the quality of the services being provided as demonstrated through the narrative section of this RFP. The elements identified in the RFP are not all-inclusive, therefore other aspects of the submissions and budgets may be reviewed during the selection process.

Section III: Conditions of Solicitation

The release of this RFP does not constitute an acceptance of any offer, nor does such release in any way obligate Philadelphia Works to execute a contract with any applicant. Philadelphia Works reserves the right to change any of the enclosed specifications as required by the Pennsylvania Department of Labor and Industry without prior notice to applicants. Philadelphia Works also reserves the right to reject all proposals in whole or in part and/or not award any of the proposals received in response to this RFP. A contract for the accepted proposal will be based upon the factors described in this RFP.

A. Compliance

The public funds under the control of Philadelphia Works are used efficiently and prudently in the purchase of administrative goods and services. Full accounting is available and given for all procurements. Procurement transactions are carried out in accordance with the highest ethical

standards and in a manner to provide open and free competition. Philadelphia Work's procurement policies and procedures; and any other applicable federal, state, or local laws, regulations, policies, and procedures. Each bidder is also required to comply with the above applicable local laws, ordinances, rules, regulations, and amendments.

A public notice of this RFP will be published in a major Philadelphia newspaper. The RFP and all accompanying attachments will also be posted on Philadelphia Works' website, <http://www.philaworks.org>.

B. Conflict of Interest Policy

To avoid actual and perceived conflicts of interest, or undue influence over the process, all applicants are prohibited from contacting any Philadelphia Works board member, committee member, or staff (other than the contact listed above) regarding this RFP. Contact with any of the above for purposes of influencing the outcome of the procurement will result in disqualification of the prospective applicant from this competitive procurement process.

No employees, officers, or agents of Philadelphia Works shall participate in the selection, award, or administration of a contract in which Philadelphia Works funds are used where they, or to their knowledge, their immediate families, or partners, have a financial interest.

Philadelphia Works' officers, employees, or agents shall neither solicit nor accept gratuities, favors, or anything of monetary value from contractors or potential contractors. Disciplinary actions shall be applied to officers, employees, and/ or agents who violate this rule.

C. Negotiation and Award

Applicants will be notified in writing of the decision. Interviews may be part of the final determination process. A contract will then be executed for the period of October 30, 2023 through June 30, 2024. Additional provisions may be added as deemed necessary. The selected applicant must be prepared to begin on October 30, 2023.

Applicants not selected may request, in writing, an oral or written debriefing. Requests for debriefing must occur within five days from receipt of a notification letter and should be directed to Ashlee Phillips, Manager of Workforce Partnerships, at aphillips@philaworks.org.

D. Protest Process

Following the written notification of award, any applicant may protest the outcome. Protests must be submitted in writing, identify all contested issues, and be received no later than five working days after the notice of awards are postmarked.

Subjective interpretations by the review team are not subject to protest. Protest dispute issues are limited to:

- unfair competition in the decision-making process;
- illegal/improper act or violation of law, and

- unduly restrictive clauses.

Information regarding protests will be disclosed, in all instances, to the Bureau of Workforce Development Administration.

E. Closeout

The Outreach Consultant must maintain a closeout contract file that includes: an official notice of closeout (specifying the last invoice date and payment date); all necessary records and appropriate releases of liabilities, records, or payments; and the transfer of financial and customer records. The consultant shall retain all program records for a minimum of seven (7) years following completion of audit and resolution of any questioned costs.

REQUEST FOR PROPOSALS – SUBMISSION FORM	
<i>Use no more than two additional separate sheets if the space provided below is insufficient.</i>	
1. Organization Name:	2. Date of Request:
3. Organization Address:	4. Program Address (if different from organization):
5. Federal Tax ID (organization or legal entity):	6. Current Philadelphia Works, Inc. contractor: <input type="checkbox"/> Yes <input type="checkbox"/> No
7. Contact person (name and title):	8. Contract signatory (name and title):
7a. Contact phone:	8a. Signatory phone:
7b. Contact email:	8b. Signatory email:
9. Project Title:	10. Amount Requested: \$
<p>11. Narrative, Part I - Describe the organization’s experience as an Outreach Consultant <i>At a minimum, describe: (1) The Outreach Consultant’s previous history and experience; (2) Describe experience providing outreach services to industry partnerships or similar collaborative partnerships (3) Experience designing outreach campaigns, developing brands, and branding collateral, creating, and managing a resource hub, and experience with direct recruitment. 4) Provide any additional information that exhibits your expertise as an outreach consultant.</i></p>	
<p>12. Narrative, Part II - Describe the plan for Outreach Consultant service delivery implementation. <i>At a minimum, describe: (1) What the organization plans to do if awarded; (2) The activities or services that will be provided if the funds are awarded; (3) The plan to coordinate the services outlined in this RFP for the EducatePHL Industry Partnership.</i></p>	
APPLICANT’S CERTIFICATION	
<p>I certify that all the information provided in this application is both complete and accurate to the best of my knowledge. I also understand that if selected as a provider, I will be required to submit further detailed program and budget information.</p>	
Authorized Agency Representative Signature & Title	Date

ATTACHMENT 1: LINE-ITEM BUDGET

Organization Name:

Project Title:

EXPENSE ITEM	COST / EXPENSE	COST DESCRIPTION
ADMINISTRATION EXPENSES ¹		
Admin Staffing		
Staff Salaries		<i>Refer to Next Page</i>
Fringe Benefits		
Admin Operating Expenses		
Communications (Telephone, Postage, Internet, etc.)		
Facilities – Rent		
Facilities – Maintenance & Utilities		
Insurances		
Other Admin Operational Expenses		
Staff Travel		
Audit & Payroll Services		
Supplies (Office Supplies & Consumable Supplies)		
Admin Indirect Costs ²		
Other Admin Expenses (please list):		
ADMIN SUBTOTAL	\$	
PROGRAM SERVICES EXPENSES		
Program Staffing		
Staff Salaries		<i>Refer to Next Page</i>
Fringe Benefits		
Staff Travel		
Program Service & Costs for Participants		
Office & Consumable Supplies		
Other Program Expenses (please list):		
<i>Note: Subcontractor Fees may not exceed 10% of budget.</i>		
PROGRAM SUBTOTAL	\$	
PROJECT TOTAL	\$	

¹ The total of Administrative **cannot exceed 10%** of the project total.

² Indirect Costs are only allowed as an administrative expense and organizations must have a current, federally approved Indirect Rate Agreement. Profit is only allowable as an administrative cost.

ATTACHMENT 1: LINE-ITEM BUDGET - STAFF SALARIES COST DESCRIPTION

Please provide the following detail about staff that you plan to charge to this grant if awarded – add additional lines as needed.

ADMINISTRATIVE STAFF

Position Title	Annual Salary	# of Positions	# of Months Charged to the Grant	% of Time Charged to the Grant	Total Amount Charged to the Grant
ADMIN SALARY SUBTOTAL <i>From Line Item Budget</i>			\$		

PROGRAM STAFF

Position Title	Annual Salary	# of Positions	# of Months Charged to the Grant	% of Time Charged to the Grant	Total Amount Charged to the Grant
PROGROAM SALARY SUBTOTAL <i>From Line-Item Budget</i>			\$		
SALARY TOTAL			\$		

ATTACHMENT 1: BUDGET NARRATIVE

Please provide brief descriptions of expenses (no more than 150 words) per item below.

If expenditures are not one hundred percent directly charged to this grant, provide detail about your organization's cost allocation method. Attach a separate copy of your cost allocation plan if appropriate.

ATTACHMENT 2: AUDITED FINANCIAL STATEMENTS

If externally audited financial statements cannot be provided, submit some form of financial statement for the prior year or two .
A non-profit organization may choose to attach their board reports. A small company may choose to present two years of internal financial P&L reports.

All applicants must attach a copy of the following:

Most recent Audited Financial Statements performed in compliance with *Government Auditing Standards* (i.e., Single Audit or a program/yellow book audit).

The audit report should include the following:

- Report on Internal Control Over Financial Reporting on Compliance and Other Matters
- Report on Compliance with Requirements Applicable to Each Major Program and on Internal Control over Compliance
- Statements of Financial Position, Activities and Changes in Net Assets and Cash Flows.
- The sign-off date of the audit and all disclosures (footnotes)

Responders must also provide a copy of the organization's management/strategic plan which must also include an allocation of expenses, processes, and trends.