

Request for Proposals

**College Bound Brotherhood:
Phase 2 Implementation Partners**
Facilitated by the Marcus Foster Education Fund
November 14, 2013

Due Date & Time:

Monday, December 13, 2013 by 5:00 pm PT, in accordance with the enclosed instructions.

Applicant Eligibility and Estimated Grant Period:

The grant period is one year from January 1, 2014 to December 30, 2014. The RFP is open to eligible Bay Area-based non-profit organizations (with 501c3 status or an appropriate fiscal sponsor).

Submit Proposal by E-Mail To:

Will Walker, Associate Director

Marcus Foster Education Fund

wwalker@marcusfoster.org

(Please note "RFP" in the e-mail subject line)

Background

The College Bound Brotherhood seeks to develop the knowledge and operational models that will be needed to institutionalize the systems, policies and supports necessary to improve the college readiness, enrolment, and completion of African American males throughout the San Francisco Bay Area. Specifically, the Initiative seeks to:

- Improve the college readiness of African American males through direct services and systems change;
- Expand financial aid advising and other services to African American male students through increasing the technology utilization and other capacities of non-profit service providers;
- Ensure that African American male students receive all of the public financial aid for which they are eligible, thereby addressing one of the primary barriers to college persistence and completion; and
- Create a tech-career pipeline of African American male students throughout the Bay Area.

Founded in 2008 by the Kapor Center for Social Impact (formerly the Mitchell Kapor Foundation), the College Bound Brotherhood is a multi-organizational collaboration focused on increasing the college readiness, access, persistence, and completion of African American male students in the San Francisco Bay Area. Over 50 agencies and organizations are involved in the growing network. We are a network of smart, adaptable, and committed individuals and organizations supporting African American young men.

The College Bound Brotherhood is co-supported by the Kapor Center for Social Impact and the College Access Foundation of California. The partnership has contributed more than \$200,000 in scholarships to African American young men and \$300,000 in core support to the community partners that supported them from June 2012 to December 2013 through Phase 1 of the Initiative.

Based on lessons learned in Phase 1 of the initiative, Phase 2 of the College Bound Brotherhood seeks to deepen and extend the vanguard of organizations, leaders and school districts across the San Francisco Bay Area committed to developing the knowledge and operational models needed to institutionalize the systems, policies, supports and outreach efforts necessary to improve the academic and career success of these young men. The Marcus Foster Education Fund is the facilitator of Phase 2 of the Initiative.

Purpose of the RFP

The Marcus Foster Education Fund invites eligible organizations to join with the College Bound Brotherhood-- as partners in developing improvement processes aimed at increasing the college readiness, access and completion rates of African American males in the San Francisco Bay Area. The strategies and approaches designed to improve academic outcomes for the young men will be driven by the common efforts of each community and its Implementation Partners. To ensure that as many students as possible benefit from the work, certain design elements have been included in the structure of the Initiative.

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Scope of Work and Design Elements

The College Bound Brotherhood combines continued **scholarship, college readiness, and persistence** support of African American male students with thoughtful **collaboration, technological innovation** and a data-driven process known as a **Networked Improvement Community**¹.

College Bound Brotherhood **Implementation Partners** will be expected to:

1. Join a community leadership team with key stakeholders and leaders.
2. Attend Networked Improvement Community (NIC) training: between January 14-28.
3. Attend a Beyond 12 training: January 14-28
4. Implement a six-month NIC planning process consisting of data-driven, monthly action team meetings: March – August 15.
5. Produce an implementation plan that will lead to a sustainable, higher college-going and completion rate for African American male students.
6. Improve the readiness of a significant number of African American males for college through direct services.
7. Conduct financial aid advising for a significant number of African American students and their families. Also, ensure that African American students receive all of the public financial aid for which they are eligible, thereby addressing one of the primary barriers to college persistence and completion.
8. Direct college readiness support to African American young men, including the use of information sharing, virtual supports and data sharing tools such as Beyond 12 and College Snapps.
9. Ensure the on-going financial support of college-going students through education concerning public sources of aid.
10. Actively utilize and assist in the creation of information and tech-driven tools and resources to deliver support to African American young men.
11. Participate in structured persistence events and activities for African American male college students.

While the Scope of Work is broad, Brotherhood Implementation Partners will not be solely responsible for each design element; some Brotherhood Implementation Partners may be selected who contribute technical expertise, such as technology, in specific areas of the scope and all partners will work in a collaborative effort to achieve the aims of Phase 2 activities.

¹ The Initiative will draw upon the Networked Improvement Communities model developed by the Carnegie Foundation for the Advancement of Teaching.

According to the model, the Six Core Principles of Improvement are: 1. *Make the work problem-specific and user-centered*. It starts with a single question: “What specifically is the problem we are trying to solve?” It enlivens a co-development orientation: engage key participants early and often; 2. *Variation in performance is the core problem to address*. The critical issue is not what works, but rather what works, for whom and under what set of conditions. Aim to advance efficacy reliably at scale; 3. *See the system that produces the current outcomes*. It is hard to improve what you do not fully understand. Go and see how local conditions shape work processes. Make your hypotheses for change public and clear; 4. *We cannot improve at scale what we cannot measure*. Embed measure of key outcomes and processes to track if change is an improvement. We intervene in complex organizations. Anticipate unintended consequences and measures these too; 5. *Anchor practice improvement in disciplined inquiry*.

Engage rapid cycles of Plan, Do, Study, Act (PDSA) to learn fast, fail fast, and improve quickly. That failures may occur is not the problem; that we fail to learn from them is; 6. *Accelerate improvements through networked communities*. Embrace the wisdom of crowds. We can accomplish more together than even the best of us can accomplish alone. See, *Getting Ideas into Action: Building Networked Improvement Communities in Education* http://www.carnegiefoundation.org/sites/default/files/bryk-gomez_building-nics-education.pdf.

The three categories of Phase 2 support include:

Core Support: Award(s) up to \$10,000 will be granted to organizations that have shown demonstrated effectiveness in providing educational supports to African American male students and their families. These supports include mentoring, academic tutoring, financial-aid advising and college persistence activities. In addition, grantees will be expected to stay connected to the larger collaborative work of Implementation Partners by participating in action teams, making use of tech-driven tools and participating in structured persistence events.

District Implementation Partner Support: Award(s) up to \$100,000 to a 501 c (3) organizations and their school district partner. The partnership must demonstrate expertise and capacity to meet the above stated objectives of the Initiative through the implementation of a Networked Improvement Communities process aimed at increasing the college readiness, access and completion rates of African American males.

Technology Support: An Award up to \$25,000 to an organization/and or individual 1) to provide strategic sophistication and cultural know-how in the technological implementation of the College Bound Brotherhood efforts to improve the college access, persistence and completion rates of African American young men and, 2) develop a tech-career pipeline of African American young men across the Bay Area so that they are better prepared to flourish in a market-driven technological society. In addition, the Technology Partner will participate in all region-wide trainings, be engaged in the action teams and design tools based on the needs and priorities resulting from the NIC planning process.

Criteria

We are looking for College Bound Brotherhood partnerships with eligible nonprofits and school districts with experience and/or expertise in the following:

- Providing direct college access and completion services to African American male students;
- Working in multi-stakeholder efforts designed to address policy and practice issues affecting the academic success of African American male students;
- Using data-driven decision-making, and planning processes and;
- Demonstrating a strong commitment to social justice, educational equity, and to the well-being of African American young men, in particular.

Timeline

November 2013 – December 2014	
November 15	RFP Released
November 15 - December 13	Question and Answer Period
December 2	Informational Webinar for Applicants
December 13	Submission Deadline
December 13-22	Finalist Interview Period
January 3	Awardees Announced
January – February	Initiation Period
January 3 - 7	Agreements and Plans Signed

January 14 - 31	Beyond 12 Training
January 14 – 31	NIC Training
January 14-31	Four Phases of Financial Aid Webinar
January 14 - 31	Family Financial Aid Informational Event
February 15 – August 15	Regional Planning Phase
February 2 February 2 - 28	Phase 2 Regional Event
February 2	Regional Impact Team Formed & Present at Event
February 2 - 28	Announcement Event in Each District
March - August	Monthly Action Team Meetings
March 2	FAFSA and GPA Upload and Submission Period Deadline
April	Youth Persistence and Data Collection Event
June 9	Graduation Ceremony
August 15	Regional Action Plans Complete
September-December	Implementation Period

Proposal Format

Proposals should be a narrative of no more than five pages detailing the following:

- Your proposed approach to fulfilling the objectives of the Initiative.
- Examples of previous work in one or more areas of the design elements in the RFP.
- The names and affiliations of any collaborative partners.
- A clear explanation of your reason for wanting to participate in the work of the College Bound Brotherhood.
- A budget based on the work you will undertake based on the timeline listed above.

Inquiries

Please contact Will Walker, Associate Director, with any questions about this RFP: (510) 777-1600 or wwalker@marcusfoster.org.

Due Date

Please forward one electronic copy of the Proposal to wwalker@marcusfoster.org before 5:00 pm on December 13, 2013. Please note “RFP” in the subject line. Proposals will not be accepted by other means.