



Consultation for Design and Development of Accredited Career Academy for Adults

Request for Proposal

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1. Organizational Background

In 1894, the Helping Hand Institute was founded in Kansas City, MO. The Institute provided food, shelter, and a work program for men without resources. In 1902, Rev. Edgar J. Helms founded Goodwill Industries in Boston, MA. Helms collected used goods, then trained and hired people with disabilities or disadvantages to repair them. The repaired items were then sold in stores to support the program. In 1925, Goodwill Industries of Greater Kansas City opened. By the 1940s, Goodwill had expanded to become a training center and added employment skills training and vocational rehabilitation for persons with disabilities.

In 1956, Goodwill began workforce development programs supported by contracts with the State Department of Vocational Rehabilitation. Goodwill Industries of Greater Kansas City began providing paid employment for persons with disabilities who repaired donated furniture and clothing sold in Goodwill stores. The Helping Hand Institute and Goodwill Industries of Greater Kansas City merged in 1978 to form the Helping Hand of Goodwill Industries. In 2010, the organization changed to its present name, Goodwill of Western Missouri and Eastern Kansas (Goodwill).

Goodwill empowers people to discover their potential and adapt for the future through the power of work. Our model provides services throughout the entire employment continuum; we support individuals in engaging the workforce, retaining work, gaining skills, and advancing their careers. In 2019, our organization assisted more than 3,500 individuals, providing over 16,000 services and securing jobs for 849 people. We strive towards our vision of building sustainable and prosperous communities.

Goodwill provides workforce development services, job training, and employment in 82 counties across western Missouri and eastern Kansas, focusing our programs in the following counties: Jackson, Clay, Platte, Wyandotte, and Johnson. We support individuals with different abilities and disadvantaged conditions, such as persons with physical challenges or cognitive disorders, limited education and work history, criminal backgrounds, underemployment or unemployment, or a situational barrier such as lack of transportation or housing.

We believe every person deserves the opportunity to work. Employment is more than a paycheck. It is independence, agency, dignity, and equality. Jobs empower people to support themselves and their loved ones, pursue life goals, and participate in their communities.

Goodwill impacts lives through three strategies customized to meet participants' unique needs:

- Our donated goods retail model provides employment, career planning, and upskilling through the recycling and reselling of material donations in our stores.
- Our commercial and government contracts offer case management and employment for individuals with a different ability.

- Our employment services and workforce development programs provide job training, job coaching, career placement, and ongoing retention support for people with severe barriers to employment.

Over our 125 years, we have served over 617,000 people, provided over 23,000,000 services and secured over 202,000 jobs.

2. Project Purpose, Goals and Scope of Services

2.1 Project Purpose

Goodwill of Western Missouri and Eastern Kansas (Goodwill) is a 501c3 nonprofit that has operated in the Kansas City area for 125 years. While many know us for our thrift stores, Goodwill is so much more. Goodwill's mission is to empower people to discover their potential and adapt for the future through the power of work. We also serve individuals with barriers to employment throughout the employment continuum; we support individuals in engaging the workforce, retaining work, gaining skills, and advancing their careers. Our stores act as a social enterprise model of fundraising for our mission: **Goodwill empowers people to discover their potential and adapt for the future through the power of work.** Goodwill's vision draws upon that mission to support communities to prosper collectively: *Together, we build sustainable and prosperous communities.* Goodwill's core values include the five following key tenets that are profoundly at the center of the need for this particular request for a proposal. 1) To lead: *We believe everyone has value.* 2) To Grow: *Learn constantly and strive continually to better ourselves.* 3) Partner: *Be good citizens, maximize the value of donations, and support sustainability.* 4) Innovate: *Always seeks new and better ways to accomplish our mission.* 5) One Agency: *Work collaboratively to build a legacy from which future generations will benefit.*

Looking forward, Goodwill is focused on the future state of work. The world is in the midst of the 4th Industrial Revolution, and emerging technologies are changing jobs, employers, and communities. Goodwill has launched the Artemis Initiative to proactively plan for and respond to these changes, and ensure people with barriers are not left behind. The Artemis Initiative will:

- Train workers in the hard and soft skills needed in the future state of work
- Provide pathways to credentials and on-the-job experience working directly with future state technologies
- Develop technology that ethically integrates into everyday work activities to augment humans instead of automate their roles.
- Collaborate with employers to ensure roles and hiring practices are inclusive
- Advocate for policy change that will protect vulnerable populations and allow them to thrive in the 4th Industrial Revolution.

Therefore, this request for proposal falls under the umbrella of the Artemis Initiative. It is an advancement of our mission, vision, and core values to develop a training and career development opportunity. Goodwill seeks to lift disadvantaged individuals out of generational poverty. This can and will only be accomplished by providing avenues and supports to high demand, liveable wage opportunities to those who have found it out of their reach in the past.

The purpose of this Request for Proposal (RFP) is to secure an eligible organization that can assist Goodwill by providing consultation services which will culminate in Goodwill becoming an accredited adult career training center by the state of Missouri.

2.2 Project Goals

1) Provide consultation to facilitate an accredited Adult Training Center

Unfortunately, Kansas City has one of the highest dropout rates in the state of Missouri. Thousands of students dropout of high school each year, impacting their career potential as employers seek workers with higher skills and specialization. As part of Goodwill's commitment to enhance career potential and access to high growth jobs for under-educated and underemployed individuals, this program will provide effective ways to drive credential-bearing curriculum, post-secondary education, and transformational career opportunities.

- The Proposal must facilitate Goodwill becoming an eligible WIOA provider as required by [Jobs.mo.gov requirements](https://www.jobs.mo.gov).

2) Provide consultation to attain valuable Industry Recognized Credentials (IRC)

Without the attainment of needed work ready skills, academic efforts do not yield employment opportunities that supply a liveable wage. In order to ensure a skilled workforce, many industries have developed industry recognized credentials to connect individuals to the skills they need to enter into and advance in jobs. These credentials set the stage to better align education and training to career success. This program will provide opportunities for students to gain valuable IRC's that will equip them for gainful employment. Emphasis will be placed on the future state of work: 3D Printing, Cybersecurity, AI/Computer vision machine learning, VR/AR/XR, IoT, and robotics. The proposal should reflect 2-3 high leverage initial IRC's that will provide a gateway into the IT industry, while providing the ability to stack subsequent emerging technological credentials.

3) Provide consultation to design Work-based Learning and Internships

Valuable prior work experience is a common problem for many jobseekers. Work-based learning and internship programs provide essential skills and foundational exposure to the workplace. Likewise, work-based learning and internships help employers gain access to job candidates who have hands-on experience they seek. When employers work with instructors to design work-based learning programs, they ensure curriculum and on-the-job activities cover the prerequisite skills needed for successful employees. This program will provide opportunities for students to engage in work-based learning and internships that will empower them to gainful employment.

4) Provide consultation to outline support for the whole person

With countless struggles and disadvantages of those who have found themselves out of reach to the American Dream, it is essential that this program supports the whole person, and respond to the fact that life commitments and circumstances can often stop people from continuing their pursuit of education. This would include support for child care, financial assistance, financial literacy, transportation, securing clothing and other basic needs, and healthcare support.

Not every candidate can be trained in a particular in-demand skill as skills alone do not ensure engagement, productivity or alignment with the role. Rather, it's a combination of knowledge, skills and abilities alongside the individual's strengths, interests and values that will more likely produce long-term success. A comprehensive career development framework is imperative to effectively aiding in placement success for candidates to determine their primary work-related interests. Therefore, a comprehensive assessment of the candidates' interests, values and strengths will provide further clarity, career-related self-awareness and readiness for work.

5) Provide consultation to ensure comprehensive remediation

Understanding that many students will come into such a training program with varying skills having been out of the classroom for some time, the courses must be designed to meet students where they are regardless of level.

6) Provide consultation to plan comprehensive coaching and supports

Goodwill exists to build a community where people are empowered to improve their life and family through the achievement of academic and career goals. This initiative must also provide the help of Academic Success Coaches, College and Career Counselors, high quality instructors, and flexible scheduling, students can take advantage of a flexible, rigorous, and relevant program.

7) Provide consultation to ensure a budget neutral fiscal model

Like so many nonprofit organizations, Goodwill is facing an unprecedented financial crisis; Goodwill is being forced to make difficult decisions that will impact the lives of thousands of unemployed individuals with disadvantages and disabilities. Goodwill's services to the community have been severely limited due to staffing and funding shortages. Goodwill has been forced to stop offering several programs entirely, including workshops for digital and essential skills, work experiences, and job training for students. This program must be designed to stand alone as a budget neutral initiative that does not negatively impact Goodwill.

2.3 Scope of Services

Priority will be given to services that align with Goodwill's mission/vision, have relevant expertise, familiarity with the Kansas City region, an understanding of the target population in the urban core, and financial stability to deliver services. Cost will also be a significant factor in the selection process. Consultation services must include a detailed plan as to how the

supplying consultant company will equip Goodwill to train, maintain, and sustain state accreditation. This RFP intends to provide occupational skills training to existing Goodwill employees for job advancement and retention.

3. Statement of Work

3.1 Submission Conditions

Respondents will need to sign in to their google account in order to submit at the following link:

<https://forms.gle/DjuXkgfQEhEXN6GM7>

This RFP is only an invitation for proposal and no contractual obligation on behalf of Goodwill whatsoever shall arise from the RFP process unless and until a formal contract is signed between Goodwill and the Supplier. This RFP does not commit Goodwill to pay any cost incurred in the preparation or submission of any proposal or to procure or contract for any services. The contents of this document may not be used for any purpose other than preparation of a response to this RFP. The Supplier selected from this RFP will collaborate with Goodwill in the development of the contract for services. The contract will include/review further non-disclosure provisions, non-competition language, indemnification, transfer of ownership and retention of intellectual property rights, and all mutually agreed upon technical specifications, timelines, and milestones.

If you have any questions about this RFP, you may submit questions no later than the end of business on 7/09/20 to Laura Ritterbush, Chief Mission Officer at lrutterbush@mokangoodwill.org. Answers to submitted questions will be posted in a FAQ Google Folder by end of business 7/13/20 for your review.

3.2 Selection Schedule

Open RFP for Bids 7/01/20

Close RFP for Bids 7/22/20

Vendor Selection: 7/29/20 (Goodwill reserves the right to reject all bids)

Contract signing goal date: 8/21/20

Project Completion: 11/21/20

3.3 Project Organization

This project is managed by a cross-departmental team at Goodwill, including the President and CEO Ed Lada, Jr.; Chief Mission Officer, Laura Ritterbush; Director of Workforce Development, Katherine Maloney; and Director of Strategic Initiatives, Kristen Wood. The main point of contact for the Supplier will be Laura Ritterbush.

3.4 Communication

Communication between Goodwill and the Supplier will primarily be through email and Google documents and sheets, including revision markup and comments. All email communication should be made directly to Goodwill's main point of contact, Laura Ritterbush, who will be responsible for looping in the other members of Goodwill's project team as necessary and relevant. Goodwill will create a Google folder that will be accessible by all the above listed members of Goodwill's project, members to be added at a later date, and Supplier designees. Any phone call, teleconference, or in person meetings conducted throughout the duration of the project will be accompanied by typed and emailed meeting minutes.

3.5 Design, Development, and Implementation Methods

The Supplier will be the Project Manager for the project, and will therefore determine which technical methods, development tools, equipment, and environments are necessary for designing, building, and testing the product. These details should be included in the response to this RFP and will be evaluated and monitored per section 3.6.

Goodwill will own all rights, title, and interest in all of the intellectual property created and its documentation, in any "Work" created, in progress, produced or completed and paid by the contract that will result from this RFP. Work covered includes inventions, improvements, discoveries, databases, computer programs, reports, notes, studies, photographs, negatives, designs, drawings, specifications, materials, tapes.

All Work produced by the Supplier under the duration of this project will be the exclusive property of Goodwill and will be surrendered to Goodwill immediately upon completion, expiration, or cancellation of the project and its contract. This can be a negotiable point if it is mutually beneficial to all parties.

Any data collected, provided, and/or used over the course of this project belongs solely and completely to Goodwill. Using any data collected, provided, and/or used in the development of this project or in the ongoing implementation of this project for any purpose other than developing and operating this product is strictly prohibited. Any other uses, including derivative works of the Supplier based on this project, must be authorized in writing by Goodwill.

Designs, plans, and actions will be reviewed by both Supplier and Goodwill throughout the entire project. Review on Goodwill's side will include Laura Ritterbush and the rest of the project team.

3.6 Evaluation and Monitoring

The Supplier will officially report on project status via email to the main point of contact bi-weekly, Monday and Thursday of each week. The report will include the names of all staff persons within the Supplier's organization involved in the project, the name of the person completing this report, updates from the most recent report related to deliverables later mentioned in this RFP, current details related to the design and development methods being used in the project, action items the Supplier will take next, and any questions or outstanding issues to which Goodwill needs to respond.

Both the Supplier and Goodwill have the opportunity to make a request for replanning to be conducted, timelines or budgets shifted, or metrics adjusted. Either party should submit the specific section of the contract/project to which they are referring, what change is being specifically requested, why that change is being requested, and how it will impact the rest of the project in writing to the point of contact at the other organization. The other organization will have ten business days to respond or schedule a phone or face to face meeting in which the proposed change will be discussed, a decision made, and then the contract and project will be adjusted in writing, if necessary.

At the project's completion or the completion of the timeline laid out in the contract, whichever comes first, Goodwill will evaluate the sum of the project, including total cost and schedule performance compared with estimates and product quality.

4. Deliverables of Proposal

4.1 Required deliverables

As illustrated in the scoring guide, the organization selected will be required to accomplish the following:

1. Project management:
 - a. Becoming a WIOA approved training provider.
 - b. Curriculum development and all aspects of coursework toward 2-3 industry credentials based upon KC workforce development data.
 - c. Consultation on MOU development toward advisory task forces with industry partners.
 - d. Consultation on MOU development toward collaborative partnerships toward ABE/AEL in support of Goodwill's goals.
 - e. Consultation on recruitment, screening, enrollment, and support of students as they pursue job placement.
2. Continual timely feedback to Goodwill leadership.
3. Secure additional funding as follows:
 - a. WIOA and/or Pell funding
 - b. Funding for start-up
 - c. Curriculum development
 - d. Tuition assistance for students
 - e. Wrap around support for students
4. Coordinating collaboration with local community college or university.

4.2 Desired Deliverables

1. Research development

5. Elements of Proposal

All proposals should include the following sections:

1. Cover page that specifies the following:
 - a. Legal name and address of the supplier
 - b. Name and contact information of the individual who is authorized to respond to issues raised by Goodwill
 - c. Name and contact information of the individual who is authorized to conduct negotiations and execute a contract
2. An overview of team members and qualifications for this project.
 - a. Program director's resume submitted as an attachment to the proposal
 - b. The proposed team and the team members' qualifications; evidence of technical skills, technical staff, and available resources as follows:
 - i. Name of Staff Member:
 - ii. Job Title:
 - iii. Educational Background:
 - iv. Job Duties in This Position:
 - v. Type of Contact with Students:
 - vi. Special Skills, Credentials, etc. Staff Member Possesses:
 - vii. Planned Percent of Time Devoted to Goodwill:
 - c. An Organizational Chart
3. An Executive Summary containing a description of the proposed project development approach.
4. A project plan to make Goodwill an accredited adult training provider in the state of Missouri, recognized as a training site eligible for WIOA funding.
 - a. Timeline
 - b. Program Structure:
 - i. The intake process (including orientation, and assessment processes)
 1. Enrollment Process/Class Entrance
 2. Assessment Process
 - a. Remedial Students and Testing
 - b. How data will be used to impact program operation
 - c. How assessment results will be tied to instruction
 - d. How student progress will be monitored
 - e. Criteria for determining post-testing

3. What follow up will occur for served students who stop attending before goal attainment.
- ii. Credential Training Program Integrated with existing Goodwill case management system.
 1. Workforce Preparation
 2. Workplace Adult Education and literacy
 3. Family Literacy
 4. English Language Acquisition
 5. Career Online Diploma Program
 - iii. Integration of employers
 1. Advisory Task Forces
 2. Real world learning opportunities (projects, internships, externships, etc.)
- b. Address each of the items below.
- i. The degree to which the applicant would be responsive to regional needs as identified in the local workforce development plan
 - ii. Serving individuals in the community who were identified in such plan as most in need of workforce training and literacy activities, including individuals who:
 1. Have low levels of literacy skills; or
 2. Are English language learners;
 - iii. The ability of the applicant to serve eligible individuals with disabilities, including eligible individuals with learning disabilities;
 - iv. Does the applicant demonstrate alignment between proposed activities and services and the strategy and goals of Goodwill, as well as the activities and services of industry and non-profit partners?
 - v. Are the applicant's instructional activities delivered by the applicant, based on the best practices derived from the most rigorous research available, including scientifically valid research and effective educational practice?
 - vi. Do the applicant's activities effectively use technology, services and delivery systems, including distance education, in a manner sufficient to increase the amount and quality of learning, and how such technology, services, and systems lead to improved performance?
 - vii. Do the applicant's activities provide learning in context, including through integrated education and training, so that an individual acquires the skills needed to transition to and complete postsecondary education and

training programs, obtain advance in employment leading to economic self-sufficiency, and to exercise the rights and responsibilities of citizenship?

- viii. Does the applicant coordinate with other available education, training, and social service resources in the community, such as by establishing strong links with elementary schools and secondary schools, postsecondary educational institutions, institutions of higher education, Local WDBs, one-stop centers, job training programs, and social service agencies, business, industry, labor organizations, community-based organizations, nonprofit organizations, and intermediaries, in the development of career pathways?
5. Qualifications, including previously exhibited effectiveness, including demographic data of students, metrics that describe the level of need in area(s) served, and any relevant indicators of performance.
6. Previous organizations for whom the supplier has done work, including contact information, cost, schedule, and quality performance data on previous project

6. Evaluation Criteria

Complete proposals submitted in a timely manner will be reviewed. All proposals will be evaluated considering the Supplier's project management and technical capabilities, success of past work, cost and timeline proposal, and their approach to requirements and change management. Goodwill will respond to all Proposals in writing within 30 days of submission.

7. Budget

Provide a detailed budget plan to fund the proposed project development approach. This program must be designed to stand alone as a budget neutral initiative that does not negatively impact Goodwill. RFP evaluation related to the proposed budget plan will focus on the value proposition provided by the plan and relative return provided by the fiscal investment of Goodwill. Goodwill has no obligation to award the work to the low bidder.