



COMMUNITY TELEVISION OF SANTA CRUZ COUNTY
816 PACIFIC AVE * SANTA CRUZ, CALIFORNIA 95060 * TELEPHONE: 831-425-8848

REQUEST FOR PROPOSAL

Date

March 29, 2011

To

Prospective Proposers

From

Mary Ann Thyken
Executive Director, CTV

RFP Number

CFJI 10-11 Curriculum Development

Subject

Request for Proposal for Curriculum
Development for a Media Literacy and Video
Production Training Program for Latino Youth
in South Santa Cruz County

Action Requested

Please Respond

Deadline

April 18, 2011

**Submit hard copy proposal to
address on page 4**

General Information

Community Television of Santa Cruz County (CTV) was incorporated in 1994 to provide the community access to video production training and equipment and a means of distributing and exhibiting the created content. CTV is a pathway for the exchange of local information and a resource for securing representation for local groups and individuals that might otherwise be marginalized by the mainstream media.

CTV has recently received multiple grants to develop and implement a mobile video production training program that is relevant and engaging to the Latino youth in South Santa Cruz County. The program will educate students on media literacy and critical media viewing, use project-based digital storytelling and citizen journalism assignments to teach production, and include exploration of different career paths in digital media. The program will also include the development of an Internship, Job Shadowing, and Mentorship program to offer varying levels of engagement for program participants.

Curriculum Development

The Consultant will need to be familiar with the best practices for teaching Latino youth and with youth video production training.

The Curriculum needs to be engaging to local Latino youth and geared towards their specific needs as learners. Benchmarks need to be established to measure success through the program.

The Training Program will be 12 weeks in length, meeting twice a week for two hours, and serve 12-15 middle school students. It is anticipated to begin in Fall 2011. The class is a combo of media literacy theory and hands-on video production, with an emphasis on hands-on video production skills.

Curriculum Elements

1. Curriculum to include:
 - a. Media Literacy;
 - b. Project-based, hands-on video production, including Digital Storytelling and Citizen Journalism;
 - c. Exploration of different career paths in digital media;
 - d. Screening for final projects
2. Deliverables to include:
 - a. Competencies/Benchmarks;
 - b. Learning objectives;
 - c. Detailed lesson plans with supplemental resource references for instructors;
 - d. Supplemental materials for each lesson including: a PowerPoint of key topics for students, relevant handouts, on-topic examples, and other training materials as necessary;
 - e. Course evaluation plan and evaluation form.
3. Identify, access, and utilize appropriate subject matter experts in the curriculum development process
4. Strategies in place to allow for differentiated instruction to accommodate varying learning styles and age levels.

The Consultant will also identify best method for interfacing the developed Curriculum with CTV's Mentoring, Internship, and Job Shadowing Programs that are being created along with this program.

Evaluation of Proposals

Proposals will be evaluated by CTV using the following criteria, in order of descending priority.

- a. Quality of work plan submitted
- b. Experience on similar assignments
- c. Ability to identify, access, and utilize appropriate subject matter experts
- d. Ability to meet timing requirements to complete the project

Compensation

The total cost for the consultant services will be \$5,000, inclusive of personnel, costs of subject matter experts, materials, overhead, and travel.

Questions

Questions regarding this RFP should be directed to m.thyken@communitytv.org.

Proposal Submission

The proposal requested to bid for this project should include the following:

1. Name, address, telephone and fax numbers, and federal tax identification number. Note that if a sole proprietorship using its social security number is awarded a contract, the social security number will be required prior to finalizing a contract.
2. Names, physical and electronic address, and telephone numbers of a minimum of two (2) clients for whom the consultant has developed full curriculum with the specified components. CTV may check references listed.
3. Names, physical and electronic address, and telephone numbers of a minimum of two (2) clients for whom the consultant has demonstrated the ability to identify, access, and utilize appropriate subject matter experts appropriate to the topic area for which curriculum was developed, CTV may check references listed.
4. Names and professional qualifications of the subject matter expert that consultant expects to employ for this project.
5. Describe knowledge of the requirements necessary to develop the requested curriculum.

6. A summary and brief outline of the curriculum to be proposed for this project.
7. Work Plan, which includes a timeline for the following actions:
 - a. The date by which transmission of one electronic copy of draft of full curriculum, all components, and alternative approaches to be review by CTV staff will occur;
 - b. The date by which consultation with CTV staff and making of any necessary revisions to full curriculum materials, all components, and alternative approaches will occur; and
 - c. The date by which transmission of one electronic copy of final version of full curriculum, all components, and alternative approaches will occur. **This date shall be no later than June 27, 2011.**

Proposals should be submitted to perform the activities referenced above **by April 18, 2011, no later than 5pm (PST)**, to:

Community Television of Santa Cruz County
Attn: Alie Welch, RFP: CFJI 11-10 Curriculum Development
816 Pacific Avenue
Santa Cruz, CA 95060

We look forward to hearing from you. Thank you for your interest in this project.

The successful candidate will be notified by April 27, 2011.