



Contextualized Integrated Education & Training Programs RFP

Bidder's Conference

May 3, 2021

Detroit Employment Solutions Corporation

Welcome

- Welcome to the Contextualized Integrated Education & Training Programs RFP Bidder's Conference
- **Please sign-in** by indicating your name, company and contact email and telephone number in the Chat Area, directly to Procurement.
- Please **mute yourself** during the presentation.
- **Questions** will be addressed at the end of the presentation. Please feel free to submit questions in the chat, directly to Procurement at any time during the presentation.
- Questions that are not addressed during this session, they will be included with a response to all questions and posted by May 13, 2021 at 5:00 PM (EST).

Please sign-in by indicating your name, company and contact email and telephone number in the Chat Area, directly to Procurement.



Key Dates

Questions Deadline

May 10, 2021 at 5:00 PM (EST)

All questions should be received in writing via email to procurement@detempsol.org.

To be properly received, Email Subject line must include:

Questions for CIET RFP

Response to Questions:

May 13, 2021 at 5:00 PM (EST)

Responses to questions will be available at this link:

<https://www.descmiworks.com/opportunities/rfps-and-rfqs/>

Responses Due

May 28, 2021 at 5:00 PM (EST)

- Files submitted via email must not exceed 25 MB.
- Do not include embedded links to external information in proposal submissions. Links provided in response to this RFP will not be evaluated.
- To be properly received, Email Subject line must include:

Response to CIET RFP

- Proposal email submissions that include DESC staff will not be accepted.
- Confirmations of proposals received will be provided within 24 hours of receipt.

Please note: Allow ample time for submitting your proposal. DESC strongly encourages submitting at least one business day prior to due date above. DESC will not extend the submission deadline due to technical issues or outages. Proposal email submissions that include DESC staff will not be accepted. Confirmations of proposals received will be provided within 24 hours of receipt.

Please sign-in by indicating your name, company and contact email and telephone number in the Chat Area, directly to Procurement.



Key Dates Continued

Oral Presentations:	Please HOLD: June 9 & 10, 2021 9am - 12pm EDT DESC will host Oral Presentations on an INVITE ONLY basis with those organizations selected as finalists during the review process, as required. All prospective responders should HOLD these dates and times. Finalists will be notified by email upon completion of written proposal evaluations regarding presentations (length, location, materials) etc.
Award Notice	The award notification is planned to be provided by June 18, 2021

Anticipated Contract Start: **The contract period is scheduled to begin July 1, 2021.** This date is subject to change and dependent on contract negotiations.



Please sign-in by indicating your name, company and contact email and telephone number in the Chat Area, directly to Procurement.

RFP Overview

To support the successful implementation of the People Plan, DESC seeks proposals from qualified applicants to provide **Contextualized Integrated Education & Training** for DESC and the MWDB, known collectively as Detroit at Work.

DESC plans to award multiple contracts for requested services as detailed in this RFP. DESC reserves the right to select multiple proposals to achieve its objectives if outcomes are likely to be enhanced for job seekers.

Please sign-in by indicating your name, company and contact email and telephone number in the Chat Area, directly to Procurement.



Organization Qualifications

- Eligible applicants include non-profit organizations, private for-profit companies, units of local government including community colleges and universities, and faith-based and community organizations.
- Organizations and individuals are ineligible if they are currently barred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by a federal department/agency, or if they are not in compliance with the State of Michigan Department of Revenue or Internal Revenue Service requirements.
- Small businesses, minority-owned firms, women's business enterprises, and labor surplus area firms are particularly encouraged to apply.



Organization Qualifications

- Applicants must possess the following:
 - Required licenses, bonding, equipment, and identified core personnel necessary to perform the work as required in the RFP;
 - Documentation of the business structure (e.g. corporation., LLC, sole proprietor, partnership, etc.) you have registered to conduct business; and
 - Personnel policies and procedures demonstrating compliance with Equal Employment Opportunities requirements, Americans with Disability Act, and Drug Free Workplace and Byrd Anti-Lobbying Act.



Organization Qualifications

As a condition to the award of this contract, the applicant must assure that it has the ability to comply with all applicable laws and regulations, as well as the nondiscrimination and equal opportunity provisions of 29 C.F.R. § 38.25, if awarded a contract, and will remain in compliance for the duration of the award.

- Applicants must be financially and operationally stable and must possess sufficient scale in terms of staff and other resources to support DESC throughout the term of a contract, if awarded as a result of this RFP.
- If a contract is awarded as a result of this RFP, Applicants must be able to comply with insurance requirements, as necessary based on the nature of the particular contract. Required coverage terms are identified in the RFP



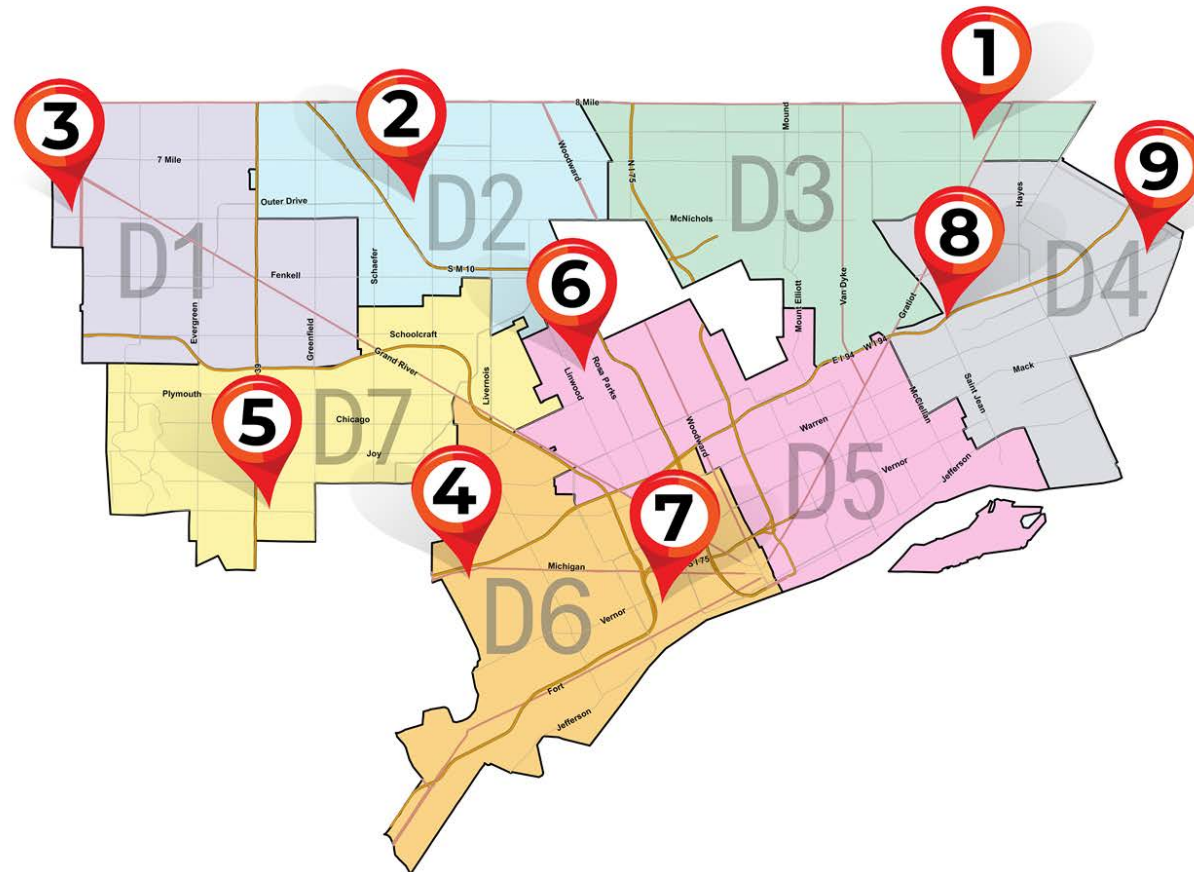
Detroit at Work Career Center System

Standard Services

- Enrollment & Assessment
- Career Coaching
- Career Navigation
- Barrier Resolution
- Job Readiness & Job Search Training
- Referrals to Occupational & Foundational Skills Training
- Resource Lab
- Financial Capability Services

Expanded Access

- With Career Centers in neighborhoods throughout the City, virtually all Detroiters are within 3 miles of help. In response to COVID-19, we have accelerated expansion of virtual and remote services.



The People Plan

2,000 Detroiters
enrolled in signature
programs in 2021.

*At least 25,000
additional residents
served through system*

Goal One: Increase Residential Employment	1) Increase # with marketable, transferrable skills
	2) Increase % working
	3) Increase job retention
Goal Two: Reduce Poverty	4) Reduce % without diploma/HSE
	5) Reduce % without access to transportation, childcare, ID, food, housing and healthcare
	6) Reduce % facing digital divide
Goal Three: Improve Economic Mobility	7) Increase % with post-secondary credentials
	8) Increase % with good jobs
	9) Increase % who build assets

People Plan & Priority Populations

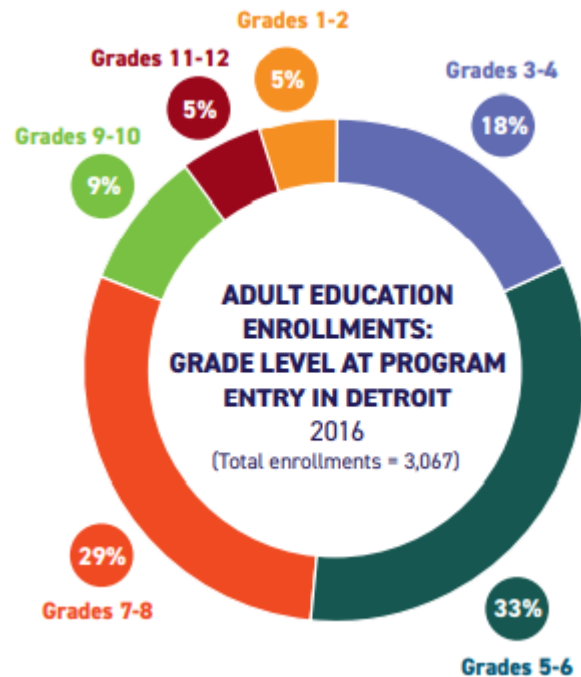
The People Plan is a focused, scalable strategy by Detroit at Work to ensure all Detroiters – especially Black and Brown Detroiters – have a pathway to the middle class. It builds on Detroit’s economic momentum so that Detroit residents can participate in Detroit’s future. The People Plan will expand or launch signature initiatives that build skills and provide comprehensive supports using evidence-based methods.

The People Plan breaks down barriers for those most likely to face poverty and unemployment to close the equity gap.

Priority Population
Low or no income, public aid recipients
Residents in need of upgraded basic skills
Residents with a criminal record
Residents impacted by gun violence
Disengaged workers
Single mothers and families with young children
Differently-abled workers

Applicants may propose a contextualized IET program that is customized to directly target and effectively serve one or more of these priority populations.

Scope of Work - Need for Contextualized IET



- 16% of the Detroit population age 25 and older does not have a high school diploma or equivalent (72,271 residents).
- Average Detroit at Work customer with a diploma or equivalent had an average grade level proficiency of 6.93 for math and 8.09 for reading.
- Majority (56%) of new enrollees into adult education programs (GED and literacy) were at or below the 6th grade proficiency level in 2016.

This Request for Proposals for contextualized IET programs builds off the impact of the Foundational Skills and Detroit Economic Mobility Grant initiative

Scope of Work - Need for Contextualized IET

Challenges with traditional adult education systems:

- Individuals must first build literacy, math and other basic skills through traditional ABE that mirrors the K-12 system.
- Lessons disconnected from the learner's desire to find a better job.
- Many adult learners stop before they reach their end goal due to:
 - Lack of time and resources
 - Frustration or decreased motivation
 - Even possibly educational re-traumatization if they had a negative K-12 experience.
- Short-term occupational training programs within access to these learners typically lead to employment that pays less than a family-sustaining wage



Scope of Work – Contextualized IET

Contextualized Integrated Education and Training (IET) is an approach that provides adult education and literacy activities concurrently and contextually with workforce preparation activities and workforce training for a specific occupation or occupational cluster for the purpose of both educational and career advancement.

DESC seeks to support and expand high-quality contextualized IET programs that prepare graduates for direct employment opportunities.

A secondary outcome of some contextualized IET programs is to also prepare graduates for enrollment in more advanced training along the selected career pathway.

- ✓ To learn more about this model, please refer to additional resources, including videos, at:
<https://www.descmiworks.com/opportunities/rfps-and-rfqs/>
- ✓ Refer to the self-assessment tool in Attachment A to determine whether your program meets the criteria or needs further development.



Scope of Work – Required Features

ALIGNMENT WITH TARGET INDUSTRIES & OCCUPATIONS

Detroit at Work analyzed a wide range of data and feedback from employers and jobseekers to develop its list of target industries and occupations.



- NOTE: Detroit at Work will support workforce training that benefits Detroit-based small businesses across all industries. We will **limit** investments in workforce training in retail, hospitality and entertainment, personal care services and childcare to small businesses located in the City of Detroit, where permissible and supported by funding sources. Detroit at Work will prioritize training programs where at least one Detroit-based small business commits to hiring or promoting graduates and/or assists in the delivery of the program.

Scope of Work - Target Occupations

See Attachment D for a full list of Target Occupations

Target Occupations for Healthcare provided below for illustrative purposes:

SOC Code	Target Occupation	25th Percentile Wage	ETPL
Primary Industry: Healthcare			
29-2018	Clinical Laboratory Technologists and Technicians	\$17.60	X
29-2041	Emergency Medical Technicians and Paramedics	\$13.36	
31-1128	Home Health and Personal Care Aides	\$10.63	
29-2061	Licensed Practical and Licensed Vocational Nurses	\$23.15	X
31-9092	Medical Assistants	\$14.39	
29-2098	Medical Dosimetrists, Medical Records Specialists, and Health Technologists and Technicians, All Other	\$16.18	X
31-1131	Nursing Assistants	\$13.39	
29-2052	Pharmacy Technicians	\$13.44	
31-9097	Phlebotomists	\$14.27	
29-2034	Radiologic Technologists and Technicians	\$24.05	X
29-1141	Registered Nurses	\$31.09	X
29-1126	Respiratory Therapists	\$24.55	X
29-2055	Surgical Technologists	\$17.37	X

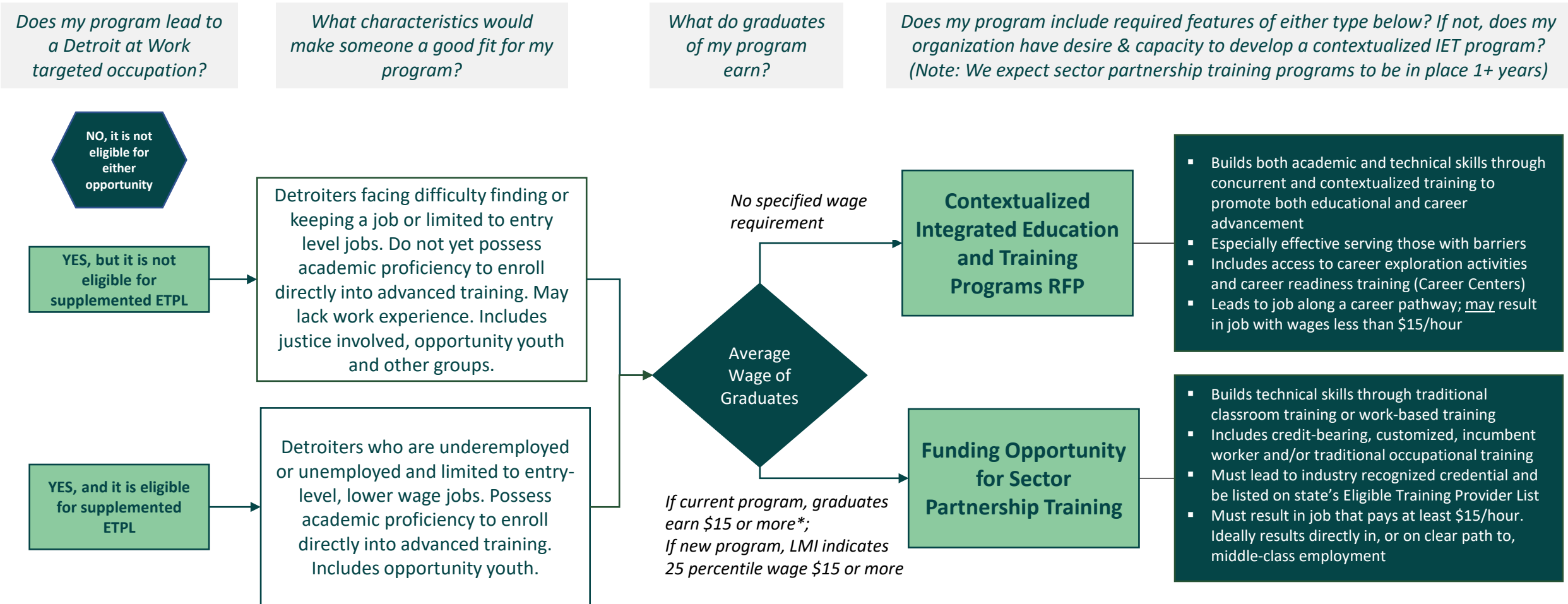
NOTE: Applicants may propose occupations that are not included on the list if they are able to provide objective and compelling evidence of employer demand. DESC/Detroit at Work will evaluate the evidence with the same criteria used to develop the attached list; we do not anticipate including additional occupations outside of exceptional circumstances.



Overview of the difference between Detroit at Work¹ training funding opportunities

We released two funding opportunities in April 2021 to support the People Plan. Bidders can respond to both opportunities but may not propose wholly identically programs. For full details, please review the procurement information posted at: <https://www.descmiworks.com/opportunities/rfps-and-rfqs/>

Note: If you are a current training provider and your program leads to a \$15+/hour job*, DESC will automatically evaluate your program for MTA renewal based on the conditions listed in the March 30, 2021 communication.



¹ Detroit Employment Solutions Corporation (DESC) and the Mayor's Workforce Development Board (MWDB) collectively identify as Detroit at Work

*Average training related wage is based on reported data in DESC's data management system.

Scope of Work – Required Features

- All proposed IET programs must include the following features:
 - The program results in **measurable** academic skills gains and successful completion of training-related employment.
 - The program builds occupation specific skills through technical training.
 - The program is targeted for individuals at no lower than a 5th grade level in reading. Individuals below this level are more likely to benefit from referral to an Adult Basic Education program that can provide the intensive, individualized tutoring that is required to raise reading comprehension.
 - Improved academic skills are **required** for targeted occupation or occupation cluster, i.e., the jobseeker needs upskilling to fully comprehend the technical training and/or to perform on the job and/or to be better prepared to pursue career advancement opportunities that may follow the target occupation(s).
 - Academic lessons are fully contextualized to a targeted industry or occupation.



Scope of Work – Required Features

- The program is developed and/or delivered in partnership with one or more employer partners. At a minimum, the provider must have employer partners that validate the education and skill needs for the program and provide written commitment to interview graduates for open positions. Detroit at Work will prioritize programs where the employer is more directly involved in delivering the program, such as:
 - Provide input on curriculum and program design,
 - Interview and help select candidates before they begin training,
 - Support job shadowing or work experience activities, and/or
 - Participate in career exploration and job readiness activities.
- The program includes individualized support with job placement and direct connections to hiring employers. As described below, this can be provided by the applicant or the Detroit at Work Career Centers. Applicants should describe how they will provide these services directly or in coordination with the Career Center.



Scope of Work – Required Features

- Career readiness curriculum and training that builds “workplace navigation skills” and “executive function skills.” See Attachment E – Career Readiness Outline, which defines these skills in detail.
- If the applicant does not have the expertise, capacity, or desire to provide career readiness training, the applicant must facilitate the jobseeker building these skills through the Detroit at Work Career Center system. Detroit at Work provides virtual and (when allowable) in-person workplace navigation skills workshops. We plan to further develop services that build executive function skills.

Workplace Navigation (“Soft”) Skills

Communication

Creativity

Critical Thinking

Decision Making

Leadership

Problem Solving

Teamwork & Collaboration

Executive Function Skills

How we organize and plan things:

Organization

Planning/
Prioritization

Time
Management

How we react to things:

Emotional Control

Flexibility

Response Inhibition

Stress Tolerance

How we get things done:

Goal Directed
Persistence

Metacognition

Sustained
Attention

Task Initiation

Working Memory



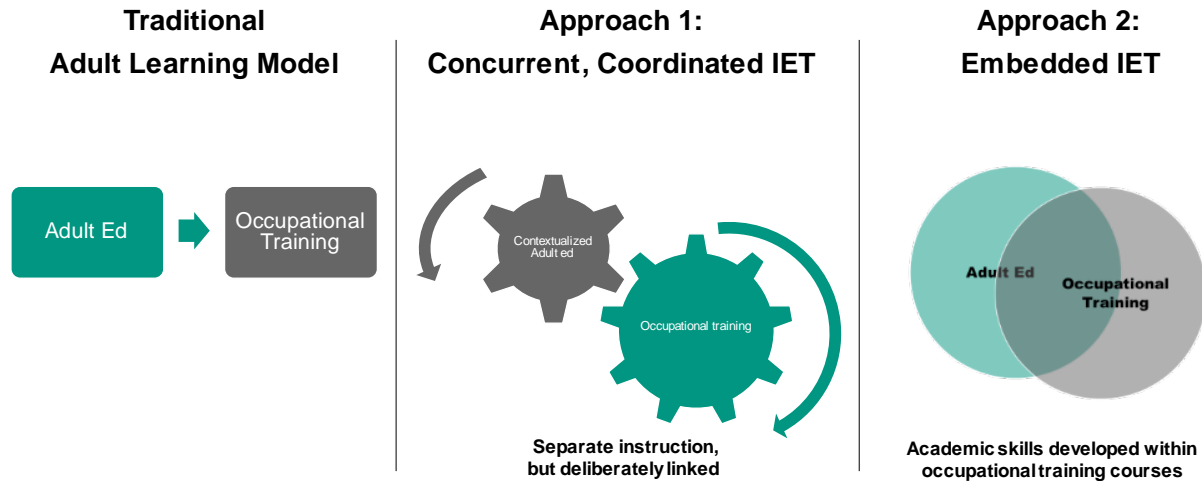
Scope of Work – Optional Features

Applicants may also propose one or more of the following features for their IET program if the features are aligned with the applicant's demonstrated capacity or existing approach, or if they are aligned with demand and opportunity in the targeted occupation cluster or industry.

- **Industry-recognized Credential.** If the targeted occupation(s) requires an industry-recognized credential, this must be incorporated into IET program delivery. For these occupations, applicants must explain how their technical training will build skills demanded by employers.
- **Career Navigation & Pathways.** Career pathways connect progressive levels of employment, education, training, support services and credentials for specific occupations in a way that optimizes the progress and success of individuals with varying levels of abilities and needs. We recognize that to access jobs that pay family-sustaining wages, eliminate poverty, and promote economic mobility, some Detroiters may require multiple progressive levels of education, training, and employment. If the proposed IET program leads to training-related employment that pays less than \$15/hour, it is especially important that the program is clearly connected to a career pathway that graduates can follow.



Scope of Work – Instructional Design



Approach 1: Contextualized academic education programming is offered concurrently with occupational training, but is two separate coordinated sets of courses.

- While the academic and technical training is offered separately, providers should present and deliver it as **one** program to jobseekers.

Approach 2: academic education instructors and occupational trainers deliver their lessons together, with academic education embedded directly into the occupational training. Both sets of content are delivered in the same set of courses. This approach typically relies on a co-teaching partnership between an academic skills instructor and technical skills instructor. (e.g. Washington IBEST)

Scope of Work – Design Principles



Industry Sector or Occupation-Focused

Target strategies and programs within specific industries or occupations to deeply understand exact industry needs and to shape efforts accordingly. Also create strong connections to employers to facilitate employment and career advancement opportunities and to continuously improve programs and update strategies.



Maximize Accessibility

Ensure programs have convenient locations and schedules for learners, and include transportation, child care, and other services to facilitate access and success.



Learner-Appropriate

Tailor curricula, programs, and related services to learners' specific academic levels, levels of English proficiency, culture, work and educational experience, human development levels, and home situation.



Learner Cohorts

Programs organize learners into cohorts to provide consistent, supportive peer groups. Cohorts can be physical, as in groups who take courses together, or virtual, as in groups supporting each other digitally, e.g., through social media.

Scope of Work – Career Center Role

For most or all of the selected contextualized IET programs, Detroit at Work Career Center subrecipients will be responsible for intake, assessment, career navigation and coaching, barrier removal (supportive services), career readiness training, job search assistance, financial coaching and job retention services.

To avoid duplication of effort and inefficient use of limited public and private funds, DESC is setting aside a larger amount of funding for programs offered in partnership with a Detroit at Work Career Center. We may also fund fully inclusive programs proposed by qualified applicants, in recognition that there may be existing comprehensive programs that are yielding impressive results.



Submittal Information

The RFP response must be composed in a single document. *This information must be provided for the Applicant and each Entity identified as Co-Grantees in the proposal.* Acceptable document formats are: MS Word or PDF. Each page should be numbered in this format ‘*n of N*’. Proposal response should be composed as follows:

- Table of Contents
- Summary
- Qualifications
- Administrative Capacity
- Performance History
- Service Delivery Description

Submittal Information – Documents

The following documents are to be included with the RFP response as separate documents:

- DESC Cover Sheet (Form A)
- Representations and Certifications
- Financial Fit and Capacity
- Price Proposal

Submittal Information: Subgrantee and/or Subcontractor Agreements

For each subgrantee or subcontractor identified (as applicable), the proposal response should include the following information composed in a separate document:

- RFP/Q Title, Issue Date and Response Due Date
- Bid list or copy of the advertisement
- Selected Applicant's response and
- The summary document listing all respondents and scores/rankings.



Submittal Information: Co-Grantee Agreements

If two or more applicants are submitting a proposal as co-grantees, response must include ***Memorandum of Understanding (MOU)*** that:

1. Clearly outlines the roles and responsibilities of each partner.
2. States that all co-grantees are equally responsible for performance and financial obligations and
3. Signed by authorized Agents of each entity.

The following attachments must be provided for each Co-Grantee:

- DESC Cover Sheet (Form A)
- Representations and Certifications
- Financial Fit and Capacity



Submittal Information – Attachment List

Attachments referenced in the RFP should be provided in this order:

1. Co-grantee MOU, if applicable
2. Staff resumes.
3. Organizational Chart
4. Past Performance Feedback (RFP Attachment A)
5. Proposed Outcomes Chart (RFP Attachment B)
6. Curriculum or Curriculum outline (RFP Attachment C)
7. Letters of Commitment or Memorandum of Understanding (MOU), etc. as referenced in Service Description/Collaborative Relationships section of RFP.
8. Indirect Cost documentation

Submittal Information – Proposal Length

Page limits for the RFP response:

- Single applicant proposals are limited to thirty (30) pages; double-spaced using a 12-point font unless stated otherwise in the preparation directions.
- Two (2) or more Co-applicants are limited to thirty-five (35) pages; double-spaced using a 12-point font unless stated otherwise in the preparation directions.

Page limits do not apply to financial documents, price proposal, or required attachments (resumes, organizational charts, etc.).

Embedded links to external information provided in response to this RFP will not be evaluated.



Evaluation Criteria

The proposal will be evaluated in accordance with the criteria listed below. Additional information regarding criteria for each category can be found beginning on page 19 of the RFP.

CATEGORY		MAXIMUM POINTS POSSIBLE
A.	Table of Contents & Summary	5
B.	Qualifications	20
C.	Financial Fit/Capacity	5
D.	Administrative Capacity	5
E.	Performance History	20
F.	Service Delivery Description	30
G.	Price Proposal	15
TOTAL MAXIMUM POINTS – WRITTEN PROPOSAL		100
Interview		25
TOTAL Maximum Points – Written Proposal and Interview		125



Disclaimer

This presentation is not a bid document and in case of conflict between the bid RFP and the PowerPoint, the terms of the RFP are the complete statement of Agency requirements and will control.



Questions and Answers

Please sign-in by indicating your name, company and contact email and telephone number in the Chat Area, directly to Procurement.