

North Carolina



## **Career Readiness Certification**

### Request for Proposal

#### Technical Assistance Grant Writing Meeting

November 17, 2006

NCCCS – 5<sup>th</sup> Floor Conference Room

For More Information, Contact:

Pamela Gobel (919-807-7215) or Stephanie Deese (919-807-7159)

North Carolina



**Career Readiness Certification**

### General Information

- There will be 10 additional sites.
- Looking for a cross-section of sites across the state.
- Looking for cross-section of sites with various levels of experience with Workkeys.
- Looking for sites who are committed to making North Carolina's Career Readiness Certification initiative a success.

## CRC Proposal – Document Checklist

Please submit documents in the following order:

- Cover Page**
- General Assurances and Certification – Signature Page**
- RFP Questionnaire**
- Budget Worksheet w/narrative**
- Attachments**



### Career Readiness Certification Program

#### Request for Proposals – Cover Page

##### COLLEGE INFORMATION

- A. Name of College: \_\_\_\_\_
- B. Name of College Contact Person: \_\_\_\_\_
- C. Mailing Address: \_\_\_\_\_
- D. Telephone: \_\_\_\_\_
- E. Fax: \_\_\_\_\_
- F. E-mail Address: \_\_\_\_\_

##### WORKFORCE DEVELOPMENT BOARD INFORMATION

- A. Name of WDB: \_\_\_\_\_
- B. Name of WDB Contact Person: \_\_\_\_\_
- C. Mailing Address: \_\_\_\_\_
- D. Telephone: \_\_\_\_\_
- E. Fax: \_\_\_\_\_
- F. E-mail Address: \_\_\_\_\_

##### JOBLINK CAREER CENTER INFORMATION

- A. Name of JobLink(s): \_\_\_\_\_
- B. Name of JobLink Contact Person(s): \_\_\_\_\_
- C. Mailing Address(es): \_\_\_\_\_
- D. Telephone number(s): \_\_\_\_\_
- E. Fax number(s): \_\_\_\_\_
- F. E-mail Address(es): \_\_\_\_\_



## Guidelines for Submission

### Request for Proposal (RFP) - Questionnaire

1. Be creative in your content, not your format.
2. Respond to questions as presented on the
3. Format your proposal using the "Main Headings" as presented in the RFP questionnaire.
4. Pay close attention to page limitations.
5. Pay close attention to the point value.



## Guidelines for Submission

### Sections of the Proposal

<u>Section</u>	<u>Point Value</u>	<u>Page Limits</u>
I. Abstract .....	5	1
II A. Needs Statement .....	15	1
II B. Program Design .....	80	10
Budget .....	10	1 + Form
Bonus .....	10	1
<b>Total Points Awarded .....</b>	<b>120</b>	



## Guidelines for Submission

### Program Design – 80 Points

1. Industry/Agency/Customer Support .....	15
2. Workkeys Deployment .....	10
3. Skill Enhancement Training .....	10
4. Service Delivery .....	26
5. Management Practices .....	5
6. Marketing/Communication Strategy .....	8
7. Management Plan .....	3
8. Work Habits/Employability Instructions .....	3



## Guidelines for Submission

### Formatting

- Font Size = 12 points
- Page Margin = 1 inch (all sides)
- Include college name and page numbers in header and/or footer.
- Paragraph –vs- Bullets
- No 3-ring Binders
- Binding is optional



## Guidelines for Submission

### Document Submission

- Submit original and 4 copies.
- Deadline for submission: **Friday, December 8, 2006.**
- If sending by mail, use **mailing** address:
  - o Pamela N. Gobel  
5003 Mail Service Center  
Raleigh, NC 27699-5003
- If sending by **overnight** mail, use physical address:
  - o Pamela N. Gobel  
200 West Jones Street  
Raleigh, NC 27603
- Faxes and e-mails will not be accepted.



## Guidelines for Submission

### Time Line

- November 3, 2006 .....Send out the Request for Proposals.
- November 17, 2006 .....Conduct grant writing technical assistance meeting.
- December 8, 2006 .....Proposals must be submitted by 5:00 PM to the NCCCS.
- December 11, 2006..... 4-8 members from the CRC State Committee will review Proposals.
- January 18, 2007 .....Names of pilot sites will be submitted to NCCCS State Board for approval.
- January 19, 2007 .....Award letters will be sent to Pilot sites.
- February 8, 2007 .....Mandatory meeting for Pilot sites.
- April 1, 2007 .....Local Memorandums of Understanding are due to NCCCS.



## RFP Questionnaire

### General Information

- Be certain that all sections are included.
- Narrative specific to the questions/statements listed under each heading.
- Funding is for a one-year period.
- Proposed activities and budget requests should support this time duration.
- A 4-8-member panel will review proposals.
- The total allocation to each pilot site is \$28,000.



## Abstract

- Point Value = 5
- Page limit = 1, single-space page
- Abstract introduces each reviewer to the proposal.
- Abstract is a brief summary of pertinent information found in the proposal.
- Its content can peek their interest or create doubt on the quality of the proposal.
- The content in abstract should be inclusive in the body of the proposal.
- Narrative should include an introductory needs statement, services to be provided, identification of collaborative partners and any other pertinent facts.



## Body of Proposal

The **content** of this section, along with the other parts of the **proposal**, give **evidence** that the applicant has the **capability** to carry out the activities proposed in the CRC Project.



## Needs Statement

- Point Value = 15
- Page limit = 1, double-spaced page
- Content should be from a local perspective.
- Explain the need for the project.
- Give the rationale upon which the proposal is based.
- Discuss the issues related to creating a coordinated assessment system that **addresses workplace skill requirements and guides education and training needs** through a continuum of skills levels.
- Include any data to document the need.



## Program Design

- Point Value = 80
- Page limit = 10, double-spaced pages
- Requires response to questions on **8 topics**.
- Pay close attention to **point value** assigned to each topic area.
- Format proposal using the "**Main Headings**" as presented in the RFP.
- If pertinent, include facts and figures to make your case.



## Program Design – 80 Points

1. Industry/Agency/Customer Support .....	15
2. Workkeys Deployment .....	10
3. Skill Enhancement Training .....	10
4. Service Delivery .....	26
5. Management Practices .....	5
6. Marketing/Communication Strategy .....	8
7. Management Plan .....	3
8. Work Habits/Employability Instructions .....	3



## 1. Industry/Agency/Customer Support

The Career Readiness Certification (CRC) system must be supported and valued by employers, partner agencies, and customers.

- a. Describe your strategies for securing support from these groups.
- b. Indicate how you will involve your local JobLink Career Center in the development, implementation, and operation of your local CRC system.
- c. Indicate how you will involve your local Workforce Development Board (WBD) in the development and design of your local CRC system.
- d. If available, please attach any letters of support/commitment from industry and/or partner agencies.



## 1. Industry/Agency/Customer Support

- Point Value = 15
- Content Focus = **CRC** must be supported and valued by employers, partner agencies, and customers.
- Narrative should address the question-- Why is CRC relevant?
- Narrative should address issues related to all three groups mentioned.
- Narrative should include activities that are currently taking place as well as activities that you are planning to implement.
- **Involvement and collaboration with local JobLink Career Centers and Workforce Development Boards is crucial.**



## 1. Industry/Agency/Customer Support

Look at strategies from an “Awareness” standpoint. Here are some examples.

- Seek endorsement from business and industry associations through presentations, boards, and/or committees.
- Facilitate employer focused groups to identify core employability skills needs of business and industry and demonstrate how CRC will meet identified skills needs.
- Conduct meetings to demonstrate the usefulness of the CRC and how to directly involve employers in the development process.
- Identify “Champions”—elected officials, economic development leaders, large employer, small business owners, etc. The champion must be able to clearly articulate why the CRC is value-added in meeting employers’ skill needs, and must be considered an “opinion leader” within your community.



## 1. Industry/Agency/Customer Support

Look at strategies from a “Awareness” standpoint. Here are some examples.

- Make CRC accessible through community college programs and JobLink Centers.
- Make CRC a part of the WDB certification process.
- Develop print materials--- brochures, fact sheets, flyers, etc
- Review the information in the CRC Overview (page 5) that explains the system qualities and characteristics of CRC.
- Establish a CRC Taskforce.
- Although it is not required, obtaining letters of support/commitment from employers, partner agencies, and customers will strengthen your proposal.



## 2. *WorkKeys*<sup>®</sup>\_Deployment

2. *WorkKeys*<sup>®</sup> will be the assessment tool used as the basis for awarding the CRC. Each college must show evidence that they have the capacity to administer the assessment.
  - a. Describe your capacity to administer the *WorkKeys*<sup>®</sup> Assessment. Include a description of the testing facility, staffing, test security and capacity of computer equipment.
  - b. List the JobLink Career Centers that are partnering with you. Identify how assessments will be administered at the JobLink Career Centers. Include a description of the testing facility, staffing, test security and capacity of computer equipment



## 2. *WorkKeys*<sup>®</sup> Deployment

- Point Value = 10
- Content Focus = **WorkKeys**<sup>®</sup> will be the **assessment tool** used as the basis for awarding the CRC.
- Each college must show evidence that they have the capacity to administer the assessment.
- Narrative should include a description of the following for each location where testing will be administered:
  - o Testing Facility
  - o Staffing
  - o Test Security
  - o Capacity of computer equipment



### 3. Skill Enhancement Training

The primary training associated with CRC will be designed to fill the gaps in one's skills as indicated by the CRC *WorkKeys®* assessment scores (i.e. training needed to obtain a Bronze, Silver or Gold CRC).

- a. Describe your strategies for working with customers to identify skill gaps and develop a training program.
- b. Identify the curricula to be used for remediation-- KeyTrain or WIN. Describe how you will provide remediation



### 3. Skill Enhancement Training

- Point Value = 10
- Content Focus = The primary training associated with CRC will be designed to **fill the gaps in one's skills** as indicated by the CRC *WorkKeys®* assessment scores.
- Narrative should include a process for...
  - o Pre-testing
  - o Explanation of test results,
  - o Programs areas involved in the process (HRD, Basic Skills, etc)
  - o Remediation tools and services provided
  - o Training pathways
  - o Instructional delivery methods
- Indicate which curricula will be used---KeyTrain or WIN.
- Describe other curricula used for skill enhancement training.



## 4. Service Delivery

Local programs will be able to **customize their CRC proposal to fit local labor needs**. There should be various pathways with multiple entry and exit points available to the individual. The design should clearly define partner roles and services.

- a. Present a diagram that outlines your service delivery strategies.
- b. Identify the Test Administrator(s). Include the program area and/or position title.
- c. Identify your partner agencies. Describe the role of each partner. Narrative should include a list of partners and the scope/extent of the partnerships.
- d. Describe how you will make the CRC process accessible through various program services and/or testing locations as designated by the community colleges, including the local JobLink Career Center.
- e. Describe your efforts to coordinate CRC with other workforce initiatives at your college or other partner programs/agencies. Any letters of support for the project should be attached as an appendix.



## 4. Service Delivery

- Point Value = 26
- Content Focus = Local programs will be able to **customize** their CRC proposal to **fit local labor needs**.
- Each college must show evidence that they have the capacity to deliver the services associated with CRC.
- Narrative/Diagram should include a the following:
  - o Portal of Entry
  - o Type of services provided– assessment, instruction, placement, referrals, etc
  - o You do not have to give staff names when listing the partner agencies.



## 4. Service Delivery

- If applicable, describe of target audiences to be served.
- Show strong evidence of partnerships and collaborations.
- Clearly define the roles and services provided by all partners
- Pay close attention to your narrative that explains the role of the Test Administrator and the staff administering/monitoring the testing process.
- Workforce initiatives can be local or state--- FIT/NIT projects, Career Start, Project Health, WIA, Rapid Response, etc.



## 5. Management Practices

Through local agreements with their WDB and JobLink operators/manager, local community colleges will be responsible for designing and approving local processes and procedures to administer and score the CRC *WorkKeys*<sup>®</sup> assessments, enter CRC participant data, print (and reprint) CRC's and provide the CRC to the participant.

- a. Describe your planning process for developing an MOU. If you have preliminary agreements in place, please include them in this response. An official MOU must be presented to the State CRC Office by April 1, 2007.
  - b. At a minimum, the MOU should include: 1) the specific services to be provided 2) the fees associated with said services, and 3) the specific roles and responsibilities of each party to the agreement. Please note that *WorkKeys*<sup>®</sup> assessments must be administered at locations that meet ACT testing administration guidelines.
- Point Value = 8
  - Content Focus = Planning Process



## 6. Marketing/Communication Strategy

Marketing the CRC needs to include both top-down and bottom-up communication and education strategies. The CRC needs to be presented as meeting the core employability skills needs of business and industry, as identified by employers. It is essential to include *WorkKeys*® seminars for your business community as part of the marketing and outreach efforts.

- a. Describe your marketing/communication strategy that includes identification of target audiences and events, determination of appropriate communication media, and the creation of supporting materials.
- b. If available, please include any print materials that you have already developed..



## 6. Marketing/Communication Strategy

- Point Value = 8
- Content Focus = "Branding" CRC
- Narrative should focus on outreach and recruitment activities.
- Narrative should include information on the following topics:
  - o Target Audiences
  - o Targeted Events
  - o Media Tools



## 7. Management Plan

- a. Describe the role of staff that will be assigned to this project. What percentage of their time will be committed to this project?
- b. Provide a timetable that outlines major activities, benchmarks and completion dates
  - Point Value = 3
  - Content Focus = Staffing and timeline



## 8. Work Habit/Employability Instruction

During the career readiness certification process, you may encounter customers who would benefit from training on a variety of work preparation topics such as work ethics, communication skills, and job retention strategies. This training is usually delivered through the Human Resources Development (HRD) program at community colleges.

- a. For those customers who need this type of instruction, describe how you will incorporate HRD training into your "pilot" system.
- b. Include course outlines for your work habits/employability skills training.
  - Point Value = 3
  - Content Focus = Work Readiness



## 9. Budget

- Point Value = 10
- This CRC pilot is a one-year grant.
- Funding should be used for the initial set-up and implementation.
- Each pilot site will receive \$28,000.
- Allowable expenses include staff salaries/fringes, travel, instructional training, instructional materials, software licenses, assessment materials, printing, general supplies, and marketing materials.
- Please note: NCCCS has already negotiated an agreement with ACT to purchase required software licensures for all community colleges. Each college has received an initial allocation of 450 (\$1800.) grant-paid assessments.
- Include a budget narrative.



### Career Readiness Certificate Statewide Implementation - Budget

Each pilot site will receive \$28,000.

Programmatic	<u>Budget</u>
A. Salary – Non Instructional	
B. Salary - Instructional	
C. Fringe - FICA	
D. Fringe - State Retirement	
E. Fringe - Medical	
F. Travel - Transportation, Meals, and Lodging	
G. Travel - Registration	
H. Instructional Supplies and Materials	
I. General Supplies	
J. Printing	
K. Marketing Materials	
L. Software Licenses (WIN and/or KeyTrain)	
M. Computer-based Testing site license for JobLinks- \$100.00 per site	
N. <i>WorkKeys</i> ® assessments (average of \$12.00 for the 3 tests)***	
Total Requested:	

\*\*\* Each pilot site will receive 200 units as a part of the grant award. Each unit contains the three tests used for CRC. Any additional assessments must be reflected in the budget.

## Bonus

- Point Value = 10
- Up to 10 additional points will be given to proposals that show evidence that their college and /or workforce development board is committing additional resources (cash or in-kind) to CRC in an effort to expand and/or sustain the project once the grant has ended.



***“Where Does CRC Fit?”***

***“CRC Does Not Fit  
Anywhere,  
It Fits Everywhere.”***

*—Anonymous*

# North Carolina Career Readiness Certification

Hire the right person...

Provide the right training...

Promote the

best candidate!



## NCCCS Contact Information

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**919-807-7215**

**Economic and Workforce Development  
North Carolina Community College System**