



Request for Proposals

Apprentice Communication Coaching

Thank you for your interest in being considered to deliver apprentice communication and soft-skills coaching on behalf of Apprenti. The WTIA Workforce Institute dba Apprenti (“Apprenti”) was recently awarded a grant from the U.S. Department of Commerce (Good Jobs Challenge) to scale tech apprenticeships across the Aerospace & Aviation and Cloud related ecosystems.

Over the three year grant term, Apprenti will use the funds to place 2,000 apprentices, from mostly underrepresented groups, in Cloud and Aerospace & Aviation related roles including, but not limited to, Cybersecurity Analyst, Software Developer, Cloud Operations Specialist, and IT Business Analyst.

Apprenti is seeking proposals to help apprentices develop emotional intelligence and related soft-skills needed to excel and advance in the workplace. With over 85% of apprentices from diverse backgrounds, including veterans, women, people of color, individuals with disabilities, and covid displaced, Apprenti is seeking a coach who understands the unique experiences that underrepresented employees face.

Scope of Work

The scope of work generally includes:

- **Online asynchronous soft-skills course**
 - The course curriculum will focus on critical communication skills for the workplace including, but not limited to, impromptu speaking, creating a strong presence, nonverbal communication, persuasive speaking, and cultural competence.
 - Engaging and interactive course content. The curriculum should target multiple learning styles (i.e., readings, videos, graphics, etc), and include

brief check-points to assess understanding (i.e., quizzes and short responses).

- Course modules will be ~20-30 minutes in length and include no less than 8 online modules.

- **Live virtual group coaching**

- Design content for and facilitate live group coaching sessions on agreed-upon communication topics.
- Sessions will be held ~2x per month for 1 hour and extend for 3-5 months of the apprenticeship journey. Coaching sessions may include up to 50 participants.
- Coaching sessions will create a safe and inclusive space for apprentices to discuss challenges and seek guidance, acknowledge the different backgrounds and perspectives of group members, and discuss the unique challenges individuals from underrepresented groups experience in the workplace. Coaching sessions will provide apprentices with strategies to navigate these challenges.

- **Feedback**

- Work with Apprenti to capture apprentice feedback on course content and coaching sessions, and make minor modifications.

Experience / Qualifications

In this RFP, we ask for information about your current capabilities and experience providing online soft-skills courses and live group coaching to diverse populations in entry to mid-level career roles.

Please describe in **Appendix A** how your, or your firm's, skills and experience align with the required qualifications (listed below) and how they will lead to successfully meeting the Scope of Work. Please ensure you include proven methodologies and resumes for proposed staff. Be sure to indicate how their skills/experience align to deliver on the Scope of Work.

- Must have a research-based methodology for providing soft-skills training and coaching to underrepresented groups.
- Experience working on federal grants and an understanding of grant processes

is preferred;

- Must have at least 5 years' experience in delivering programs related to diversity, equity, inclusion and accessibility in order to ensure the Apprenti program approach is inclusive;
- Must demonstrate subject matter expertise in delivering programming that is accessible to all program participants, including people with disabilities;

Estimated Cost

Apprenti allocated approximately \$200,000 for this work over the grant term.

Proposal Requirements

You must submit the following:

1. Copy of current business license
2. Completion of **Appendix A** (page 6) attached
3. Resume or statement of qualifications for individual(s) who will be performing the work
4. A fee schedule including estimated hours by each individual performing services and their respective hourly rates, tasks to be performed, miscellaneous fees, and other anticipated costs.
5. Two to three professional references.
6. Optional: Examples of previous reports similar to the Scope of Work.

Evaluation Criteria

EVALUATION CRITERIA WEIGHT
Cover letter with business' legal information, business license [Yes or No]
Proposed delivery of Scope of Work, including technical approach [15%]
Responses in Appendix A [30%]
Past experience doing the similar work including DEIA and career growth , examples of work in public and private sectors [40%]
Competitive pricing - fee schedule including hourly rates, miscellaneous fees, and other anticipated expenses [15%]

Selection Criteria

- Proposals will be evaluated to determine the job coach best suited to complete the project's scope based on the qualifications and evaluation criteria listed above.
- Apprenti may choose to interview one or more proposers but reserves the right to choose or to contract with the job coach that best meets the qualifications without conducting any interviews. Apprenti also reserves the right to reject all proposals.
- Apprenti makes no guarantee regarding the number of apprentices who will access the services described in this RFP.
- Submitting a proposal or being chosen as the most qualified proposal does not guarantee a contract will be executed.

Submission Requirements

Proposals are due no later than **4:00pm Pacific Time, December 4, 2023**. Late submissions will not be accepted or considered. Apprenti assumes no responsibility for formatting or transmission errors. Responses to questions 1-5 in Appendix A must be no longer than five pages in length. Any page(s) submitted that exceeds this limit will not be considered. Font used must be no less than size 11. This page limit does not include work samples and resumes.

Proposals must be submitted in MS Word or PDF format by email to Becky Baumann, Commerce Grant Project Manager at GoodJobsChallenge@apprenticareers.org. Responses must NOT be mailed.

Timeline

- RFP Issued November 6, 2023
- Proposals Due December 4, 2023 by 4:00pm PST
- Possible Finalist Interviews Week of December 11, 2023
- Work Begins upon contract execution or as agreed upon by both parties.

Questions

All RFP related questions must be sent to Becky Baumann, Commerce Grant Project Manager at GoodJobsChallenge@apprenticareers.org, with a copy to legal@apprenticareers.org. Apprenti will not consider any question that is sent outside of this protocol.

Questions received and answered can be found [here](#).

General Information

Proposers must also agree to comply, at a minimum, with the following:

General Requirements

The successful candidate must comply with all the terms and conditions of the Award, including, applicable OMB cost principles, and applicable regulations at 2 CFR part 200 and 13 CFR Chapter III.

Discrimination Laws

Contractor shall comply with all federal, state, and local nondiscrimination laws, regulations, and policies. Contractor noncompliance with certain anti-discrimination laws may result in canceling the contract.

Required Disclosures

Contractor shall disclose any potential or actual conflicts of interest, including but not limited to, any recent business dealings that could be perceived as a conflict, any current or recent state employee working on behalf of Contractor. Contractor shall also certify that it has not been debarred from contracting with the Federal government and shall further disclose if there are any legal actions against it.

APPENDIX A

Experience & Qualifications

(Your response to Appendix A must be no longer than 5 pages)

1. Share your research-based methodology for soft skills and communication coaching.
2. Describe your experience working on federal grants and understanding of grant processes and reporting requirements.
3. Describe your experience delivering programs related to diversity, equity, inclusion, and accessibility in order to ensure the Apprentice program approach is inclusive.
4. Outline how you will ensure programming is accessible to all participants, including people with disabilities.
5. Describe your proposed delivery for the Scope of Work.