

REQUEST FOR PROPOSAL (RFP)

For

**CONSULTANT FOR AMERICORPS ADVANTAGE RESOURCE
GUIDE**

RFA# CV16-124

November 18, 2016

State of California



1400 10th Street, 2nd Floor
Sacramento, CA 95814

Written Proposals Due at the
CaliforniaVolunteers Office
No Later Than:

December 2 at 5pm

FAXES and EMAIL WILL NOT BE ACCEPTED IN LIEU OF PROPOSALS

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Attachments to RFP

Exhibit 1 – Standard 204 Payee Data Record Form

Exhibit 2 – Standard 213 Agreement

BACKGROUND

CaliforniaVolunteers is the state office responsible for promoting and supporting service and volunteering. Detailed information regarding CaliforniaVolunteers' mission and programming is available at www.CaliforniaVolunteers.org.

CaliforniaVolunteers has received federal funding from the Corporation for National and Community Service for Training and Technical Assistance (TTA Investment Grant). The aim of this RFA is to secure a contractor to create a comprehensive resource guide for the AmeriCorps Advantage.

PURPOSE OF THIS REQUEST FOR PROPOSAL

CaliforniaVolunteers seeks to create The AmeriCorps Advantage career development resource guide for AmeriCorps members that will provide them with the skills and knowledge needed to best position themselves for their life after service. AmeriCorps is a national service program that provides opportunities for Americans each year to address state and community challenges through service and volunteer action.

An AmeriCorps member is an individual who meets the eligibility requirements and engages in results-driven community service through an approved national service position. AmeriCorps members are recruited, trained, supervised, and managed by the funded organization, and may receive a living allowance and other benefits while serving. The AmeriCorps program provides opportunities for Americans to make an ongoing intensive commitment to service, and be part of the effort to address community needs in education, public safety, health and the environment.

As part of their service, members are given a unique opportunity to gain skills in specific tasks related to their service, as well as topics related to leadership, citizenship and career development. To support this, AmeriCorps programs are required to have their members spend a significant number of hours on member development. CaliforniaVolunteers is committed to supporting all programs with excellent resources to ensure that their members finish their year of service as highly competent, capable individuals and that employers recognize the value of hiring dedicated, committed, skilled AmeriCorps alumni.

The AmeriCorps Advantage resource guide will include exploration into the member's passions and skills, and understanding of how service fits into their overall career and life goals. The guide will also convene best-in-class job search skills including resume development, interview skills and etiquette along with supportive skills such as researching opportunities, letters of recommendation, and online branding. The guide should allow members to explore all of their options after service: employment, undergraduate or graduate school, another year of service or different kind of service, and how best to use the Segal Education Award. Finally, the guide should cover

important aspects of being a conscientious employee and adult, including office etiquette, financial literacy, conflict resolution and other important topics.

The AmeriCorps Advantage resource guide will contain multiple components including:

- The Career Development Process:
 - Knowing Yourself
 - Exploring Your Options
 - Get Focused and Making Decisions
- Taking Action:
 - The Job Search and Other Options
 - Professionalism and Additional Resources

The required deliverable for this RFA is the AmeriCorps Advantage resource guide that addresses these topics): 1) The Career Development Process, and 2) Taking Action, and 3) all subtopics (listed above) for each major topic (#1 and #2). The guide should include narrative content, interactive and self-paced activities, case studies, stories of success, helpful resources and descriptive graphics. The ideal applicant will have extensive knowledge of this field and can provide the most appropriate content for the AmeriCorps audience. CaliforniaVolunteers recognizes that an abundance of content already exists in the career development field. We are open to adapting quality content for this use, but we expect much of it will need to be created. We expect that the individual or organization hired to perform this effort will have general knowledge of copyright and intellectual property restrictions, and would properly seek permissions and cite sources appropriately.

It is critical that CaliforniaVolunteers own the content wholly, and have all rights and distribution of the intellectual property.

This RFA is being conducted under the policies & procedures developed by the Department of General Services as provided under Public Contract Code Section 12102 et seq. This RFA contains the instructions governing the requirements for a firm quotation to be submitted by interested bidders. The format that bid information is to be submitted and the material to be included therein follows. This RFA also addresses the requirements that bidders must meet to be eligible for consideration, as well as addressing bidders' responsibilities before and after installation.

SCOPE OF WORK

December 12, 2016 through July 31, 2017

1) Content Development

Development of the AmeriCorps Advantage resource guide to include curating existing best-in-class resources and development of original content on the topic of career development specifically for the AmeriCorps member audience.

2) Design

Design of final package with the use of graphics to encompass interactive activities, assessments, useful graphics and overall layout of the project.

3) Format

The final product should be in electronic form and should be formatted for reproduction in printed form or for electronic delivery. A training and presenters guide for program delivery should be included.

4) Pilot Testing

Participate in pilot testing of the resource guide, including participating in focus groups, training others in the use of the guide, collecting comments and making revisions and recommendations for further development.

5) Communication

Engage with CV at least one time per month during the project period (December 12, 2016-July 31, 2017) to provide progress updates and gather input and feedback on the direction of guide development.

6) Intellectual Property

CaliforniaVolunteers owns the content wholly, and have all rights and distribution of the intellectual property.

Project Timeline and Details

CONTENT	DUE DATE
Selection of topics to include in resource guide completed	December 2016
Survey of existing content completed and items chosen to include in resource guide	January 2017
Permissions for use of existing content secured	January 2017
Draft of original content prepared and reviewed	February 2017 thru March 2017
Pilot testing conducted and comments collected	May 2017 thru June 2017
Revisions completed	June 2017
Presentation of resource guide to AmeriCorps programs	July 2017
Final Revisions completed	July 2017

CALIFORNIAVOLUNTEERS ROLES AND RESPONSIBILITIES

- Provide administrative oversight
- Process invoices
- Participate as a strategic partner in project development
- Approve revisions and completed guide
- Coordinate summary reporting to federal funder

KEY ACTION DATES

Listed below are the important actions and dates and times by which the actions must be taken or completed. If the State finds it necessary to change any of these dates, it will be accomplished via an addendum to this RFP.

<u>Event</u>	<u>Date</u>
RFA available to prospective Vendors	11/18/2016
Final Date for Proposal Submission	12/2/2016 at 5pm
Proposal Opening and Review	12/5/2016
Notice of Intent to Award	12/09/2016
Proposed Award Date	12/09/2016
Expected Project Start Date	12/12/2016

Expected start date is contingent upon CaliforniaVolunteers and Vendor agreement of final contract terms, and upon contract approval from the California Department of General Services (DGS).

COMPLETING AND SUBMITTING THE APPLICATION

To simplify our review process, we ask that you comply with the format and content requirements detailed in this section. Resumes, samples of work, and letters of support are the only exceptions to this requirement. Proposals which are clear and succinct, and do not substitute length for substance, will be most favorably received.

Please submit three (3) copies of your proposal. Correlate major sections of your proposal with the proposal narrative instructions below:

PROPOSAL NARRATIVE INSTRUCTIONS [up to 15 double-spaced pages-12pt font]

I. Project Design / Approach (45%):

Provide the CaliforniaVolunteers application review panel with a project plan that demonstrates a well thought out strategy (what will be done and how) to develop and implement the AmeriCorps Advantage resource guide as described.

II. Qualifications (30%)

Clearly describe staff qualifications and expertise. The minimum qualifications for vendors are:

- 1) The Vendor must have been in existence a minimum of five years at the time of proposal submission and be well-versed in career development theory and have experience in providing career development services.
- 2) The Vendor must have sufficient qualifications to undertake this project, preferably a Master's Degree in Counseling with an emphasis in Career Counseling. Other desired qualifications include being a National Certified Counselor and/or Master Career Counselor.
- 3) The Vendor must have demonstrated expertise in the development and delivery of comprehensive curriculum related to career development.
- 4) The preferred individual or organization selected will have the expertise necessary to act as curator, editor and trainer of all material created.
- 5) The Vendor will have experience working in electronic and print formats, and be able to utilize a variety of software and graphics applications.

III. Communication style (5%)

Please provide 2 – 3 samples of past work that give evidence of quality and demonstrate an ability to clearly and concisely communicate concepts (include samples of webinar or training materials – webinars can be provided via weblink).

IV. Project management (10%)

Describe your staff's ability to effectively lead and manage the project.

V. Cost (10%)

Confirm your ability to deliver the Scope of Work at the level of funds available and agreement to bill for payments by including a complete Project Budget (page 9) as part of your proposal.

SELECTION PROCESS

Written proposals, including budget estimates, are due **(12/02/16 by 5pm)**. All eligible proposals will be reviewed to determine if they meet the format requirements specified in the RFP. Those that do will be submitted to an agency review panel that will evaluate and score each proposal independently using the criteria specified below.

Project Design / Approach
Proposes a comprehensive and cohesive approach to accomplish the scope of work (i.e., describes a streamlined and efficient approach for how the work will be done)
Proposes appropriate milestones, a reasonable timeline and schedule of deliverables to accomplish the work within the period of performance stated
Describes potential challenges to carrying out the proposed work plan and provides strategies to address those issues
Demonstrates experience working with AmeriCorps programs and in relevant focus areas
Qualifications
Demonstrates appropriate academic preparation and professional qualifications for the project
The ideal organization or individual's qualifications will match those stated above
Has no conflict of interest with the Commission or its AmeriCorps programs
Communication style
Demonstrates an ability to clearly and concisely communicate concepts to the AmeriCorps member audience as well as program directors and supervisors
Samples of prior reports or products are clear, organized, and readable
Project management
Demonstrates an ability to effectively lead and manage the project
Demonstrates willingness to engage program staff on a regular basis to provide progress updates and give input and feedback on the direction of their work
Demonstrates an ability to adhere to a project schedule and conduct work in a timely fashion
Cost
Staffing, materials and supplies, equipment, and travel costs are adequate and reasonable
Amount and distribution of staff hours are adequate and reasonable

The scores for each criterion, based on the above rubric are added to get a final proposal score. The proposal receiving the highest score will be awarded the contract. State Certified Small Businesses will get an additional 5 preference points. Each bidder will be notified thereafter. Notice of the contract award will be given to each contractor and will be posted for a period of 5 days at www.CaliforniaVolunteers.org.

If a contractor feels that the competition or award did not follow State law, a protest may be filed in writing with CaliforniaVolunteers within 24-hour period (excluding Saturday, Sunday, and legal holidays) following the Notice to Award posting on **(12/09/16)** at the address stated previously. Within 5 days after filing the protest, the protesting contractor shall file with CaliforniaVolunteers a full and complete written statement specifying the grounds for the protest. The bidder/protester must provide relevant facts and evidence to support their claim that includes citing pertinent laws, rules, regulations or procedures on which the protest is based. CV will stop any further action of the proposed contract award until resolution of the protest proposed award has occurred.

PROJECT BUDGET

A. Personnel	Grant	Pro-Bono
(Provide detailed description and cost basis. Use multiple budget lines as needed to provide adequate detail.)		
Subtotal, Personnel	\$	\$
B. Supplies		
(Provide detailed description and cost basis. Use multiple budget lines as needed to provide adequate detail.)		
Subtotal, Supplies	\$	\$
C. Travel		
(Provide detailed description and cost basis. Use multiple budget lines as needed to provide adequate detail.)		
Subtotal, Travel	\$	\$
D. Other Support Costs		
(Provide detailed description and cost basis. Use multiple budget lines as needed to provide adequate detail.)		
Subtotal, Other Support Costs	\$	\$
TOTAL BUDGET	\$	\$



CONSULTANT FOR AMERICORPS ADVANTAGE CONTRACT

Applicant Name: _____

Applicant's Street Address: _____

City: _____ Zip Code: _____

Contact Person: _____ Telephone: _____

Project Summary/Primary Services:

- Are you requesting the Small Business Preference? Yes No

Signature of individual authorized to enter into contracts:

All statements are correct to the best of my knowledge and I understand that any material misstatements may cause this proposal to be rejected.

Signature: _____ Date: _____

Title: _____

DEPARTMENT CONTACT

The project Representatives during the term of this agreement will be:

State Agency: CaliforniaVolunteers	Contractor:
Name: Kari MacDonald	Name:
Phone: (916) 319-9126	Phone:
Email: kari.macdonald@cv.ca.gov	Email:

Direct all inquiries to:

State Agency: CaliforniaVolunteers	Contractor:
Section/Unit: Finance and Admin	Section/Unit:
Attention: Kari MacDonald	Attention:
Address: 1400 10th Street, 2 ND Floor, Sacramento, CA 95814	Address:
Phone: (916) 319-9126	Phone:
Fax: (916) 445-8317	Fax: