

**San Diego/Imperial County Region Strong Workforce Program  
CTE Employment Readiness and Job Placement Services for Region**

**Request for Proposals**

The California Community Colleges play an important role in boosting our state’s economy by serving more than 2.3 million students a year. With a wide range of educational offerings, the colleges provide workforce training, basic skills in Math and English, and occupational certificates and degree programs in ten industry sectors – partnering with regional employers to ensure students leave with the essential key job skills they need to meet industry needs.

**The Strong Workforce Program**

In 2014, the California legislature requested the California Community College’s Chancellor’s Office create a “Task Force on Workforce, Job Creation, and a Strong Economy.” Composed of education, workforce development and business/industry members, the Task Force completed its work – which resulted in 25 recommendations, approved by the California Community Colleges Board of Governors. These recommendations enhance career technical education and workforce training to meet the demands of the economy and the labor market, thus benefiting individuals, communities, and the entire state. The recommendations are summarized in Attachment A.

In the Governor’s budget for 2016-17, approved for ongoing funding by the California Legislature, the Strong Workforce Program was added to the Education Code and funded annually at \$200 million dollars. It requires MORE and BETTER career Technical education. The SWP funds have been allocated by a formula based on unemployment rate, proportion of CTE FTEs, projected job openings, and successful workforce outcomes. A total of 60% of the funding goes directly to the community colleges. The remaining 40% is allocated to the community college regions to invest in CTE with a regional impact.

The San Diego/Imperial County region received \$16,510,425 of SWP funds for 2016-17; \$9,906,256 went directly to community college districts to invest in their CTE programs and \$6,504,171 went to the Regional Consortium for investment in CTE regional impact programs/services; some of this funding will be disbursed to the regional colleges for implementation. The San Diego/Imperial County Regional Consortium has allocated \$1,000,000 through December 2018 to the CTE Employment Readiness and Job Placement Services project.

**The Regional Consortium for Workforce Development for the San Diego-Imperial Counties Community Colleges**

The Regional Consortium is the regional entity working with all 10 community colleges to implement the new Strong Workforce Program. Member Community Colleges include:

Cuyamaca College  
Grossmont College  
Imperial Valley College

MiraCosta College  
Palomar College  
San Diego City College  
San Diego Continuing Education  
San Diego Mesa College  
San Diego Miramar College  
Southwestern College

The Regional Consortium's organizational structure comprises three groups with different functions:

- The ***San Diego-Imperial Counties Community Colleges Association (SDICCCA)*** to establish *SWP policy*. SDICCCA is made up of the CEOs of each of the ten community colleges working collaboratively as the San Diego-Imperial Counties Community Colleges Association (SDICCCA). SDICCCA was formed in 1963 to further the educational aims of the community colleges of San Diego and Imperial Counties, to promote opportunities for cooperative inter-college and inter-college/university relations, to stimulate collective support for legislation favorable to the community college mission and to provide a collective voice on higher education issues to the communities served. The ten SDICCCA colleges serve more than 150,000 students each year. Collectively, the average annual added income due to the activities of the SDICCCA member colleges and former students equals \$6.1 billion dollars, or approximately 3.7 percent of the total SDICCCA service area economy.
- The ***Regional Oversight Committee (ROC)*** to provide *vision and strategic priorities*. The SDICCCA CEOs established the Regional Oversight Committee (ROC) to provide guidance to and supervision of the Strong Workforce Program implementation in the region. The ROC consists of 2 CEOs, 2 Chief Instructional Officers, 2 Chief Student Services Officers, 2 Chief Business Officers, 2 CTE Deans, and 7 faculty members. A sub-committee of the ROC serves as the SWP Leadership team. The Leadership team includes one CEO, 1 CIO, 1 CSSO, the Workforce Development Council Chair, and the Regional Consortium Chair. The Leadership team provides communications and direction to the Workforce Development Council (WDC).
- The ***Workforce Development Council (WDC)*** to be responsible for *program operations*. The Workforce Development Council, the Consortium's operational unit, is composed of voting members (including a designated occupational dean for each college, and the regional deputy sector navigators) and resource members (including the Center for Excellence Director, other CTE Deans and Directors, Career Center Directors, the pathways director, and the Regional Consortium Chair. The Deputy Sector Navigators (DSNs) are part of California's "Doing What Matters" program for workforce development. The DSNs serve as in-region contact for an economic sector, working with the region's colleges and employers to create alignment around and deliver on workforce training and career pathways. The WDC meets monthly to discuss workforce needs in the region, review and endorse new CTE Programs, and make recommendations to college presidents about regional workforce training initiatives.

## **Need for CTE Employment Readiness and Job Placement Services for Region**

Each college has its own career services system, which is usually isolated from course content, educational planning and CTE leadership. Many community college students do not access career planning and guidance services until they are close to leaving the institution, whether by graduation or by deciding to leave to pursue work. Each college in the region offers some career services which may include career exploration materials and counselors available to students who make their way to the office to seek assistance. Colleges may offer in-person individual and group counseling, and offer a series of job fairs and workshops each semester on career exploration and related topics (such as resume development, interviewing, etc.). In addition, most colleges provide access to online career exploration information and materials on their websites. They may also offer access to online workshops on a range of topics.

In many majors, students must initiate career planning; it is not usually integrated into their CTE coursework. Most community college career services require the student to initiate the job search, rather than having career exploration, understanding foundational skills, and developing strong workplace skills integrated into the institution's CTE courses and ongoing student planning and information systems. Because many students attend more than one institution, students need to be able to transport their career and educational plans among the region's colleges.

Most colleges also offer links to internship search sites (and many of these links require the student to leave the college's career center website to access external sites). There is no central site for internships and job placement; employers may be contacted by many different people from across the region looking for placements. Although the career center and CTE programs may have leads on some local internship opportunities, the student is often left to find the actual internship on their own.

Employers report that students do not have the job readiness skills or soft skills that employers need. These skills can include adaptive, analysis/solution mindset, collaboration, communication, digital fluency, an entrepreneurial mindset, empathy, resilience, self-awareness, and social/diversity awareness. Employers have difficulty filling jobs due to lack of qualified applicants.

### **Project Description**

This project addresses the identified need by developing infrastructure and processes for a regional system that will provide all of the participating colleges with access to programs that will help students develop workplace and career skills, including soft skills. The SDICCCA colleges need expert guidance about how to design and implement the type of system envisioned. The selected consultant will design and initiate development of a regional system with three key functions: (1) proactive CTE career planning and job readiness skills development; (2) proactive, case-managed job placement for CTE students, especially in the priority sectors (health, life sciences/biotech, advanced transportation/renewables) and emerging sectors (advanced manufacturing and ICT/digital media); and (3) an online management system that provides for

student tracking of progress, benchmark intervention, and documentation of all services provided, including job placement. Once complete and fully implemented, the proposed system will allow students to transport their career plans among the colleges, access regional internship opportunities, develop the work readiness skills they need, and get help to find a job in their field.

### **Scope of Work for the Employment Readiness Consultant**

The Regional Consortium seeks a consultant to undertake the following activities:

Consultant will work with SDICCCA's Regional Oversight Committee (ROC), the Workforce Development Council (WDC), and in collaboration with the San Diego Workforce Partnership/Imperial Valley Workforce Development Boards and other potential partners.

#### **Phase I: Research on best practices and effective partner-aligned employment services programs and recommendations for a regional system**

Phase I project activities:

1. Research on best practices. This will include:
  - a. Internal diagnostic review, including mapping, stakeholder engagement and feedback
  - b. External review of best practices/benchmarking, products and services, and operational models (including inputs/outputs and vendors/systems)
2. Identify other institutions around the U.S. where the regional team can see systems in action, and arrange site visits to those institutions.
3. Develop a plan/specifications for the regional system, which is expected to include an e-portal, a student career exploration and CTE education planning system, an online single point of contact for employers offering work-based learning opportunities, an internship/job placement system, and an online management system to track student outcomes. Report should include comparative analysis of available systems, including cost/benefit analysis and sustainability. Consultant will engage regional stakeholders to reach agreement on a recommended system.

Phase I Deliverables

1. ROC/WDC members visit best practices sites by November 1, 2017.
2. Consultant report completed by December 1, 2017, with recommendations for implementation based on regional input.
3. Consultant report/Proposal outlining options to undertake system is received, with options, by December 31, 2017.

**Phase I Deliverables must be approved by the Regional Consortium Chair before the start of Phase II. If deliverables are not acceptable, contract may be terminated by the fiscal agent.**

## **Phase II: Pilot System**

Phase II Project Activities:

1. Contractor develops detailed implementation plans, with benchmarks, based on Phase I report approved by ROC/SDICCCA
2. Pilot implementation of one (or two competing) systems
3. Evaluation of pilot implementation and recommendations

Phase II Deliverables:

1. Contractor/system developer is selected and starts implementation of system by March 1, 2018.
2. System is ready to pilot test by June 1, 2018.
3. Implementation of pilot June 1, 2018 - December 15, 2018.
4. Report of evaluation of the pilot phase by December 31, 2018.

## **Requirements**

### ***Project Meetings***

Consultant must meet with Regional Consortium Chair and representatives of the WDC at start of project to identify standards and requirements.

Consultant must seek input from WDC members (to be identified by the Regional Consortium Chair) in the project research and development of the analysis.

Consultant must maintain weekly contact with the Regional Consortium Chair.

Consultant must meet bi-monthly with the WDC sub-committee (conference call or in person).

### ***Deliverables***

Phase I deliverables must be approved by the Regional Consortium Chair before Phase II is started. Phase II may or may not be funded, depending on the Consortium's evaluation of the

results of Phase I and desired next steps. The Regional Consortium reserves the right to make changes to Phase II at this point.

All deliverables, including reports and materials created through the project are the property of SDICCCA.

Regional Consortium Chair and staff must be able to access all materials developed through the project, and be able to modify them/reformat them as needed.

### **Term of Contract**

The Grossmont-Cuyamaca Community College District (GCCCD) is the fiscal agent for the San Diego/Imperial County Regional Consortium. Contract will be with the Grossmont-Cuyamaca Community College District Auxiliary Organization ("GCCCD Auxiliary Organization"), serving on behalf of GCCCD. The term of the contract shall be from June 1, 2017 through December 31, 2017, a seven-month initial contract with an option to renew for up to an additional one year, through December 31, 2018.

### **Proposal Timelines and Due Date**

RFA Release Date: March 3, 2017

Notice of Intent to Apply: March 17, 2017

Proposal due date: April 7, 2017

Awards Notification Date: June 1, 2017

Implementation Timeline:

6/1/2017 – 12/31/2017 for Phase I, 1/1/2018 - 12/31/2018 for Phase II

### **Notice of Intent to Apply**

The Regional Consortium requests that individuals and organizations planning to submit a proposal send an email to Sally Cox, Executive Director of the GCCCD Auxiliary Organization, at Sally.Cox@gcccd.edu no later than 5:00pm on Friday, March 17, 2017. Please include "Intent to Apply for Employment Readiness Project" as the subject line of the email message. This intent to apply notice is requested to allow the Regional Consortium to determine the number of reviewer needed. Respondents who do not submit an Intent to Apply notice may still submit a proposal.

## **Response Content**

The following format has been prepared as the guide for the development of the proposal in response to the RFP. Responses should address each item thoroughly and follow this format. Comments should be specific and generalized discussions should be avoided. Submittals must be limited to responses to the questions and issues outlined below.

Each submission must state the full business address of the Proposer and must be signed by the Proposer with his or her signature. The name of each person signing shall also be typed or printed below the signature. All individuals that will be directly involved with the project should be identified and represent the firm in all discussions and interviews, members of teams shall not change unless approved or directed by the Regional Consortium Chair.

Proposals by corporations must be signed with the legal name of the corporation, followed by the signature and designation of the president, secretary, or other person authorized to bind the corporation in this matter.

### ***Executive Summary (Limit: 2 Pages)***

The executive summary shall be signed by an authorized officer of the firm or organization or by the individual that binds the Proposer to the terms of the response. The executive summary must introduce the Proposer and contain (a) the legal name of the firm; (b) whether the firm is local, national, or international; type of firm (individual, corporation, etc.); a brief description of your firm, including number of years in business; Number of employees working in Southern California Counties (San Diego, Orange, Los Angeles, Riverside, San Bernardino, etc.); date firm established; California Business License Number; Tax Identification Number; a listing of all principals in the firm; and address, telephone, and e-mail address of the responsible contact person.

Conflict of Interest. The proposer shall certify that no official or employee of the GCCCD Auxiliary Organization, nor any business entity in which an official of the GCCCD Auxiliary Organization has an interest, has been employed or retained to solicit or assist in the procuring of the resulting contract, nor that any such person will be employed in the performance of any contract without immediate divulgence of this fact to the GCCCD Auxiliary Organization.

### ***Table of Contents (Limit: 1 Page)***

### ***Qualification of Staff (Limit: 2 page)***

In this section proposers are to provide a brief history of their organization, firm or agency. Proposers are to provide the resume(s) or CV(s) of the personnel proposed to be assigned to perform work on behalf of the project. Also, provide areas of expertise for proposed personnel. In this section proposers are to provide a listing of any professional memberships, certifications, licenses, and other qualifications for key personnel deemed pertinent to this RFP. Proposers should provide the location and listing of potential resources of the local office (e.g. number of partners, associates, clerical staff, etc.) and the distance from San Diego County. Proposers should provide their experience and qualification for similar types of engagement; this summary

must include your experience in each of the areas of expertise listed herein for which proposer is submitting a proposal.

***Approach and Methodology (Limit: 4 Pages)***

Include an explanation of the creative, problem solving and technical competence of the proposed team/staff to be dedicated to the project. Describe the proposer's approach to working collaboratively with the Regional Consortium.

***Resources Committed to the Project (Limit: 1 Page)***

Describe response time to questions and requests for on-site meetings.

***References (Limit: 5 Pages)***

Please provide at least five (5) references (within 5 years) for whom you have provided services similar to what is being requested in this RFP. Previous contracts within California and/or with public colleges/universities are desirable. Please provide enough detail to indicate the type of services performed and deliverables provided. Please include the following information below:

- Year(s):
- Institution/Entity:
- Contact Person:
- Title:
- Contact Phone Number:
- E-mail address:
- Brief description of work performed for that client.

***Rate/Fee Structure (Limit: None)***

Proposer should provide separate budgets for Phase I and Phase II of this project. The total for Phase I and Phase II may not exceed \$1,000,000. The project must be complete by December 31, 2018.

***Rationale for Selection (Limit: 1 page)***

Proposer should describe in a narrative form why their proposal should be selected. Provide additional information you feel relevant to your consideration.

***Appendices (Limit: None)***

Include all appendices as necessary to fulfill requirement for the RFP. Proposers are encouraged to include letters of references and/or testimonials in their proposal.

## **Proposal Submission Requirements**

### Paper Proposals:

Three copies of proposal shall be submitted in a sealed package with the following information clearly marked on the outside of the package:

Name of Proposer

RFP Title: Strong Workforce Program Employment Readiness and Job Placement Project

Deliver to the following address no later than 5:00pm on Friday, April 7, 2017.

Sally Cox, Executive Director  
GCCCD Auxiliary Organization  
8800 Grossmont College Dr.  
El Cajon, CA 92020

### Emailed Proposals:

Please submit proposal to Sally Cox, Executive Director of the GCCCD Auxiliary Organization, by email at [Sally.Cox@gccd.edu](mailto:Sally.Cox@gccd.edu) no later than 5:00pm on Friday, April 7, 2017.

## **Interview Requirements**

Proposers that are finalists for contract award may be requested to attend an in-person interview with the ROC before selection of a consultant is made.

## **Miscellaneous**

### **Questions from Respondents**

Questions or comments regarding this RFP must be in writing and received no later than 12:00 p.m. (local time) on March 17, 2107. Any written or called in questions submitted after the deadline will not be answered. Any questions relative to the RFP submittal shall be directed, in writing, to Sally Cox, Executive Director of the GCCCD Auxiliary Organization, by email at [Sally.Cox@gccd.edu](mailto:Sally.Cox@gccd.edu).

In addition, responses to written questions received will be incorporated in an RFP addendum. GCCCD Auxiliary Organization response to questions will be distributed at least 72 hours prior to the deadline for RFP submission. Proposers shall not contact any other employee, officer or representative of the GCCCD Auxiliary Organization regarding this RFP other than as allowed herein. The GCCCD Auxiliary Organization shall not be held liable for oral representations made by its officers, employees or agents.

## **Confidential Information**

The proposal, and any other supporting materials submitted to the GCCCD Auxiliary Organization in response to this RFP will not be returned and will become the property of the GCCCD Auxiliary Organization unless portions of the materials are designated as proprietary at the time of submittal, and are specifically requested to be returned. It is understood that proposal made in response to the RFP may contain technical, financial, or other data, the public disclosure of which would cause substantial injury to the Consultant's competitive position or that would constitute a trade secret. To protect this data from disclosure, the Consultant should specifically identify the pages of the proposal that contain such information by properly marking the applicable pages and by inserting the following notice in the form of its proposal. Vague designations and/or blanket statements regarding entire pages or documents are insufficient and will not bind the GCCCD Auxiliary Organization to protect the designated matter from disclosure. The GCCCD Auxiliary Organization will have no liability to the respondent or other party as a result of any public disclosure of any SOQ, Proposal, and any other supporting materials.

## **Proposal Evaluation Criteria**

The San Diego Imperial Counties Regional Consortium reserves the right to select the proposal that best meets the needs of the Regional Consortium. The Consortium also reserves the right to waive minor irregularities in the RFP and in the proposals submitted in response to the RFP. All proposals will be reviewed by a selection committee of Consortium representatives.

## **Appeals**

Where a timely and completed application results in a rating below that necessary to prequalify as one of the top three (3) teams, an appeal may be made. An appeal is begun by the proposer delivering a written notice to the GCCCD Auxiliary Organization of its appeal and a request for explanation of any aspect of the GCCCD Auxiliary Organization's determination within three (3) business days after receiving notice of its qualification status. Within three (3) business days after receipt of the GCCCD Auxiliary Organization response, the PROPOSER may submit a written request for reconsideration by the GCCCD Auxiliary Organization's staff. The request for reconsideration must include any information that the proposer believes supports a finding that the GCCCD Auxiliary Organization's determination should be changed. Thereafter, the GCCCD Auxiliary Organization will provide a response to the request for reconsideration.

Without a timely appeal, the proposer waives any and all rights to challenge the decision of the GCCCD Auxiliary Organization, whether by administrative process, judicial process or any other legal process or proceeding.

## **No Commitment to Award**

Issuance of this RFP and receipt of responses does not commit the GCCCD Auxiliary Organization to award a contract. The GCCCD Auxiliary Organization expressly reserves the

right to postpone response opening for its own convenience, to accept or reject any or all responses received to this RFP.

### **Compliance with Laws**

The successful firm(s) shall comply with all applicable federal, state, and local statutes, rules, regulations and codes.

### **Rejection of Proposal**

The GCCCD Auxiliary Organization reserves the right to accept or reject any and all proposal, or any portion or combination thereof, or award on the basis of the total proposal.

### **Multiple Proposals**

Persons, firms, or corporation are allowed to make, or file, or be interested in more than one proposal for the same work unless special conditions indicate otherwise. A person, firm, or corporation who has submitted a sub-submission to a proposer, or who has quoted prices of materials to a proposer is not thereby disqualified from submitting a sub-proposal or quoting prices to other proposer.