



WORKFORCE
DEVELOPMENT

REQUEST FOR QUALIFICATIONS

Workforce Innovation & Opportunity Act Curriculum Development & Industry Engagement Services

PERFORMANCE PERIOD: July 10, 2017 through March 31, 2018

DATE RFQ ISSUED: May 31, 2017

CONTACT PERSON: Luther Jackson
Program Manager
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QUALIFICATIONS DUE: June 14, 2017 3:00 p.m.

SUBMIT TO: Luther Jackson
ljackson@novaworks.org

This RFQ is posted on NOVA's website at: link.novaworks.org/proposal

REQUEST FOR QUALIFICATIONS

Workforce Innovation & Opportunity Act Curriculum Development & Industry Engagement Services

1.0 INTRODUCTION

The Workforce Board of the North Valley Job Training Consortium (NOVA) is issuing this Request for Qualifications (RFQ) for curriculum development and industry engagement services, pursuant to the Workforce Innovation and Opportunity Act (WIOA). It is the intent of NOVA to enter into a vendor relationship with a qualified individual, team of individuals or organization (s) capable of providing the services described within this RFQ. Included in this RFQ are a scope of services and tasks and other information describing this opportunity. The performance period is July 10, 2017 through March 31, 2018.

2.0 BACKGROUND

NOVA is a nonprofit, federally funded employment and training agency that provides customer-focused workforce development services. We work closely with local businesses, educators and job seekers to ensure that our programs provide opportunities that build the knowledge, skills and attitudes necessary to address the workforce needs of Silicon Valley.

NOVA has been granted authority by the State of California to administer WIOA programs for a local workforce development area (Local Area) serving the region of San Mateo County and northern Santa Clara County (Cupertino, Los Altos, Milpitas, Mountain View, Palo Alto, Santa Clara, and Sunnyvale). NOVA is directed by the NOVA Workforce Board and administered by the City of Sunnyvale on behalf of the consortium of jurisdictions. San Mateo County is a relatively recent addition to the consortium (July 2015), and NOVA has been actively engaged in outreaching to local educational agencies and nonprofits to promote services and identify partnership opportunities.

The California Workforce Development Board (CWDB) has granted NOVA a series of awards under its SlingShot initiative to develop and implement training programs that connect job seekers from diverse backgrounds with career opportunities in the heart of Silicon Valley's innovation economy. In this initiative, NOVA is active on behalf of the Workforce Innovation Network, a regional partnership that includes public workforce agencies in San Jose and San Francisco. The San Mateo County Community College District (SMCCCD) is a partner in this initiative.

The CWDB designed SlingShot to promote regional economic prosperity, income mobility and enhanced career opportunities for individuals from populations that are currently underrepresented in regional economic activities. NOVA's SlingShot project is focused on the region's innovation industries, including those engaged in information technology.

One of NOVA's SlingShot projects is to design and implement an intermediate to advanced-level digital advertising education and training program with SMCCCD for incumbent workers. This Digital Advertising 2.0 program will be an up to three month not-for-credit certificate program using a hybrid face-to-face and online instructional model incorporating project-based learning, lecture and lab hours. Program participants will prepare for and take an examination at the end of the program. It is anticipated that the program will launch in January of 2018.

A council of digital advertising industry leaders will inform the development and delivery of this curriculum. This council will provide input on industry and company technological trends and will help to select potential students from across the companies represented by the council. The council will guide curriculum development by recommending existing certifications or training programs that would be most effective for digital advertising workers seeking additional skill training and career advancement opportunities.

The Digital Advertising 2.0 will build on the foundation of an existing entry-level digital advertising class. Developed by NOVA, the SMCCCD and the Interactive Advertising Bureau, this entry-level program launched in August 2016 at the College of San Mateo. The second entry-level class is currently underway.

3.0 SCOPE OF WORK

The selected digital advertising curriculum professional will perform work on behalf of the NOVA Workforce Board and in conjunction with NOVA staff to support the creation of a digital advertising training initiative for incumbent workers. Specifically, curriculum development and industry engagement may include:

1. Project Planning with Industry and Subject Matter Experts (SMEs), including surveys and focus groups.
2. Selection of Operational Tools for Curriculum Development and Pilot
3. Instructional design, including alignment to student learning outcomes; development of syllabus, development of content; creating methods of instruction and evaluation; creating assignments; developing other instructional material. (in consultation with SMCCCD)
4. Curriculum development, including aligning content to duties, tasks and steps, knowledge, skills, abilities and attributes, tools equipment and resources; developing lesson plans; creating handouts; developing PowerPoint and/or other visuals; developing flowcharts; developing script/story boards; acquiring media; developing assessment tools; and development of activities. (in consultation with SMCCCD)
5. Evaluation and review of curriculum prototypes. (in consultation with SMCCCD)
6. Industry engagement including outreach, communications and facilitation and coordination with industry partners to help develop the digital advertising industry council and to align the curriculum with industry demand. (in partnership with NOVA and in consultation with SMCCCD)

Deliverables and outcomes will include:

1. Development of digital advertising training curriculum appropriate for incumbent workers.
2. A robust and engaged Digital Advertising 2.0 industry council.
3. Enhanced education and training opportunities for digital advertising incumbent workers.
4. Increased income mobility for digital advertising incumbent workers.

4.0 QUALIFICATIONS

A potential consultant, team of consultants or organization (s) responding to this RFQ should have the following qualifications:

- Relevant and recent digital advertising career experience is preferred.
- Experience in online and face-to-face curriculum design, development and implementation.
- Demonstrated personal and professional relationships with San Francisco Bay Area digital advertising companies and professionals.
- Demonstrated experience in meeting facilitation.
- Ability to be flexible, collaborative, and resourceful in working with multiple organizations.

5.0 BUDGETARY CONSIDERATIONS

This RFQ solicits services for a term of July 10, 2017 through March 31, 2018. Funding for this period will be up to \$95,000 dependent on consultant experience and rates. Please see State of California Workforce Services Directive 15-22, *Consultant Services and Pay*, for guidance relative to consultant pay.

6.0 RFQ SUBMITTAL AND REQUESTED INFORMATION

Submittals should include:

- a) *Introduction*: Provide a brief letter of introduction on letterhead transmitting all RFQ information and including an electronic signature.
- b) *Experience*: Provide a profile of experience that the proposer (s) has had with the digital advertising industry as well as curriculum design, development and implementation.
- c) *References*: Provide references from industry and/or education and training organizations.
- d) *Proposed fees and costs*: Provide proposed total cost along with an hourly rate for members of the team who would be involved in the project.
- e) *Conflict of interest*: Disclose any potential conflicts of interest arising from the

consultant's or organization's relationship with WIOA service providers. If none, provide a statement to that effect.

7.0 RECEIPT OF QUALIFICATIONS

Responses must be received electronically by 3:00 p.m. on Wednesday, June 14, 2017. Please e-mail proposals to Luther Jackson at ljackson@novaworks.org. Proposals not received by the due date and time will be rejected.

8.0 SELECTION PROCESS

NOVA will conduct a selection process to determine the best and most appropriate consultant(s) to meet its needs, as follows:

a) NOVA, in consultation with SMCCCD, shall call for an RFQ response from interested and qualified individuals or organizations.

b) A team of reviewers comprised of NOVA and SMCCCD representatives shall screen all responses. Screening criteria may include, without limitation:

- Depth of industry knowledge and relationships beneficial to the project
- Curriculum design and development experience
- Extent of relationships with San Francisco Bay Area digital advertising companies and professionals
- Experience on projects of similar size and scope
- Capability to deliver timely and high quality services
- Reference checks on previous projects
- Professional fee schedule

c) NOVA may interview RFQ responders and shall enter into contract negotiations with the responder(s) deemed best and most appropriate. The parties will seek agreement on services and fees. If negotiations are not successful, NOVA may enter into negotiations with other organizations—in its sole discretion—and seek to reach agreement. This RFQ does not commit NOVA to pay for any direct and/or indirect costs incurred in the preparation and presentation of a response. All finalists shall pay their own costs incurred in preparing for, traveling to, and attending interviews.

9.0 PRINCIPALS AND REJECTION STATEMENT

RFQ respondents are advised that NOVA will only deal with principals or their designated agents with regard to this RFQ. Furthermore, it is to be understood by principals and their agents that NOVA is not obligated to accept any RFQ response or to negotiate with any respondents and NOVA reserves the right to accept the response that will best serve its interests. Additionally, NOVA reserves the right to negotiate simultaneously with more than one respondent if, in NOVA's sole opinion, it believes that simultaneously negotiating with more than one respondent is in the best interests of NOVA.

10.0 OWNERSHIP OF SUBMITTED MATERIALS

All responses and related materials received by NOVA become its property and may be returned only at NOVA's option. This clause also pertains to all documents and other materials generated or produced during the evaluation process.

11.0 INSPECTION

As part of the review process, NOVA reserves the right to obtain any and all information associated with this RFQ, including, but not limited to: inspecting service sites and/or equipment; contacting any individuals, agencies or employers listed in a proposal; or contacting other sources who are knowledgeable of the bidder's performance, qualifications and or financial solvency.

12.0 ACCEPTANCE OF QUALIFICATIONS

This RFQ does not commit NOVA to award a contract, to pay any costs incurred in the preparation of a proposal to this request, or to procure or contract for services or supplies. NOVA reserves the right to accept or reject any or all responses received as a result of this request, to negotiate with all qualified sources, or to cancel in part or in its entirety this RFQ if it is in the best interest of NOVA to do so. NOVA may require the offerors selected to participate in negotiations, and to submit such price, technical, or other revisions of their proposals as may result from negotiations.

13.0 TYPE OF CONTRACT

NOVA reserves the right to utilize the most appropriate contract methodology, including performance-based and/or cost reimbursement. As NOVA's fiscal agent is the City of Sunnyvale, the contract will be issued in the name of the City of Sunnyvale. Contracts pursuant to this RFQ process will be subject to contracting requirements of the City of Sunnyvale.

14.0 CONTRACT AWARD

NOVA may award a contract based upon offers received without discussion of such offers with the offeror. Each offer should be submitted in the most favorable terms from a price and technical standpoint. However, NOVA reserves the right to request additional data or oral discussion/presentation in support of submitted qualifications.

Prior to any contract negotiations, the applicant/agency must be prepared to submit the following as applicable:

- State and federal ID numbers
- Proof of insurance
- Signatory authorization

Audit report for the past fiscal year

15.0 INSURANCE AND INDEMNIFICATION REQUIREMENTS

If awarded the contract, the Contractor must comply with the City of Sunnyvale's requirements, as follows:

Insurance

The Contractor shall procure and maintain during the term of an agreement, insurance, in compliance with the sections below unless expressly waived, in writing, by the City. On or before commencement of the contract, Contractor shall furnish City with certificates showing the type, amount, class of operations covered, effective dates and dates of expiration of insurance coverage. Endorsements naming City as Additional Insured shall be submitted with the insurance certificates.

1. **Commercial General Liability**: \$1,000,000 per occurrence for bodily injury, personal injury and property damage and \$2,000,000 aggregate. ISO Occurrence Form CG 0001 is required.
2. **Automobile Liability**: \$1,000,000 per accident for bodily injury and property damage. ISO Form CA 0001 is required.
3. **Workers' Compensation** Statutory Limits and **Employer's Liability**: \$1,000,000 per accident for bodily injury or disease.

The liability and automobile insurance policies shall name the City as an additional insured only to the extent of the indemnification contained herein and shall provide at least thirty (30) days prior written notice to City of cancellation of the policy or reduction in the coverage.

The City will accept evidence of self-insurance from the Contractor that meets the above requirements.

Indemnification

Subcontractor shall defend, indemnify, and hold harmless Contractor, its officers, employees, agents and volunteers from and against any claims, losses, injuries, suits, actions or judgments and from any and all liability for any and all claims, losses, injuries, suits, actions or judgments filed or brought by any and all persons because of or arising or resulting from, or in connection with any negligent act, omission or willful misconduct by Subcontractor, or its officers, employees, agents or representatives. Subcontractor further agrees to reimburse Contractor for all costs, reasonable attorneys' fees, expenses and liabilities incurred in any legal action arising out of any obligation of Subcontractor to be performed under this Agreement or arising from any negligence or willful misconduct of Subcontractor, its officers, employees, agents or representatives. Nothing in this section shall be construed to prohibit apportionment of liability, damages and

related defense costs as between Subcontractor and Contractor for third-party claims in accordance with applicable provisions of California law. Contractor shall notify Subcontractor of any third-party claims related to this Agreement within thirty (30) days of receipt, however, failure to provide such notice shall not operate to waive Subcontractor's obligations under this Section.