



**Corporation  
for Public  
Broadcasting**

**Corporation for Public Broadcasting  
Ready To Learn Grant Writer  
Request for Quote  
November 10, 2009**

**RESPONSES ARE DUE Friday, December 4, 2009**

**BY 5:00PM (ET)**

**I. BACKGROUND**

The Corporation for Public Broadcasting (CPB) is currently in the final year of a five year cooperative agreement with the U.S. Department of Education (USDOE) and a grant program called Ready To Learn. Working closely with the USDOE and other grant partners including PBS, we will complete the current Ready To Learn grant by September 2009. Please see several attached documents for a full description of the current grant, our partners, and some of the successful activity to date.

The next round of Ready To Learn funding is anticipated to begin in the fall of 2010. We anticipate the department's Office of Educational Improvement and Innovation to release priorities for the grant in the coming days.

It is anticipated that the next Ready To Learn grant will continue some of the priorities of the current grant, such as early childhood literacy, an emphasis on scientifically-proven educational evaluation, and a focus on reaching low-income children and their families, caregivers and communities. However, it is also anticipated that the U.S. Department of Education will develop new features and priorities for the coming funds, including an expansion of cross-platform content, the infusion of literacy skills into other curriculum areas such as science, technology, engineering, and math (STEM), new models of community engagement, and participation of the target audience in the overall project's development.

When the U.S. Department of Education releases its RFP or RFPs for the Ready To Learn Public Media grant(s), anticipated in December 2009, CPB will apply for one or more awards as described in the forthcoming guidelines.

## **II. SCOPE OF WORK**

CPB is seeking a highly qualified consultant to serve as the Grant Writer of the organization's future Ready to Learn grant application to the U.S. Department of Education. This individual will collaborate with CPB's executive team, PBS colleagues and other public media partners in developing, refining and submitting a successful proposal for future Ready To Learn funding.

CPB will provide the selected consultant with appropriate background materials on the Ready To Learn Initiative. These materials include, but are not limited to, copies of the original Programming and Outreach proposals, copies of the annual reports that have been submitted to the USDOE, and all of the educational research reports that have been delivered to CPB.

CPB will also involve the Grant Writer in educational needs assessment activity, concept brainstorming and development sessions, and other idea-generation activity involving relevant Ready To Learn partners and subcontractors such as television producers, new media developers, outreach designers, educational researchers, public television stations, and others.

## **III. MAJOR TASKS**

### **Task # 1 – Review and Respond to USDOE Priorities**

In late-fall 2009, the USDOE Ready To Learn Priorities are due to be published. At this time, there will be a 30-day comment period, which will be followed by anticipated refinements to wording and approach of the Priorities by the USDOE. During this period, the Grant Writer will join with CPB and PBS partnership members in reading, reviewing and writing a unified response to the priorities based upon ideas, opportunities and implications from the public media community.

### **Task # 2 – Gather Information and Participate in Strategy Development**

The Grant Writer will gather information about the current Ready To Learn program and all current grant partners, including CPB and PBS through interviews, research reports, and other means. The Grant Writer will acquire and maintain sound knowledge and understanding of the public broadcasting community, using that knowledge to better understand how Ready To Learn fits in with public media's overall education mission. The Grant Writer will develop a working knowledge of the U.S. Department of Education's priorities for the Ready To Learn grant, using resources including the U.S. Department of Education and Catalog of Federal Domestic Assistance web sites. The Grant Writer will use his or her findings to contribute to the overall design of the future project and its goals and activities.

### **Task # 3 – Write Grant Proposal and Prepare for Submission**

The Grant Writer will work collaboratively with CPB, PBS, and other public media partners to brainstorm and conceptualize the “big picture” vision based on a strong statement of needs for the upcoming grant submission. Following this foundation level work, the Grant Writer will outline, write, and edit various rounds of Ready To Learn proposal narrative, including any necessary supporting content (i.e. special charts, illustrated exhibits, etc.). As this work advances, the Grant Writer will bring the narrative proposal to life using strong and compelling language and a high-level command of grammar and spelling.

### **Task # 4 – Support the Ready To Learn Grant Manager**

CPB will also obtain the consulting services of a Ready To Learn Grant Manager who will supervise the overall grant submission effort, as well as drive and coordinate all components of a complex grant effort. As an essential member of the team, the Grant Writer will collaborate with the Grant Manager and contribute recommendations regarding development of all aspects of the grant application, especially in an effort to meet and/or exceed the written RFP RTL Guidelines published by the U.S. Department of Education.

### **Task # 5 – Participate in Post-Submission Activity**

The Grant Writer will remain available to CPB and provide assistance as needed to provide any additional information that may be required by the U.S. Department of Education during the Department’s review of the grant application.

## **IV. ESTIMATED PERIOD OF PERFORMANCE**

- Task # 1: December 2009 – January 2010
- Task # 2: December 2009 – January 2010
- Task # 3: December 2009 – March 2010
- Task # 4: December 2009 – March 2010
- Task # 5: March – June 2010

## **V. REQUIRED QUALIFICATIONS**

CPB is seeking the following qualifications in the Grant Writer consultant position:

- Undergraduate degree in Education, English, Journalism, Communication or related field.
- Background in children’s literacy, teacher professional development, family engagement, innovative community outreach strategies, or related endeavor.

- Proven track record in successfully writing and securing large-scale, USDOE, government, and/or foundation grants aimed at improving children’s learning outcomes.
- Strong ability to communicate needs, vision, and project components in a direct and compelling manner.

CPB may also consider the following qualifications, including the applicant’s:

- Ability to work and thrive in a team environment including listening to, learning from, integrating and synthesizing ideas coming from a creative and diverse range of public media partners.
- Organizational technology and infrastructure to support development of a high quality grant proposal package.
- Interest in public media’s role as an early literacy partner.

## **VI. PREFERRED QUALIFICATIONS**

- Advanced degree (Master’s or Doctoral) in related fields.
- Work experience in public media at a local, state or national level.
- Ability to consider working on more than one grant simultaneously, should this opportunity present itself.

## **VII. SUBMISSION REQUIREMENTS**

In order to be considered for this Grant Writer consultant position, please submit the following information to CPB by our deadline of Friday, December 4, 2009.

### **A. Project Narrative in Word Format**

The project narrative should include credentials and relevant past performance of the applicant and/or key personnel, including experience writing grants for the federal government, and specifically, the U.S. Department of Education. Please include additional information such as approach to the work, major tasks as you see them, timeline, and any other resources needed to accomplish this important job.

#### **1. Qualifications**

This section should describe the applicant’s qualifications, including relevant capabilities and recent experiences with grant writing to the USDOE and/or the federal government. If other key personnel are involved, please elaborate.

#### **2. Approach to this Assignment**

Describe your overall plan for carrying out the project, including research, organization, communicating with CPB senior staff and other partners, and how you will conduct the major tasks in a team environment.

#### **3. Timeline**

Outline the major tasks in a suggested timeline, including procedures for rounds of review and input by senior staff at CPB, PBS and other public media partners to ensure the timely submission of a high quality grant submission.

## **B. References**

Please provide contact information for three (3) references that are well aware of the quality of your writing and grant development experience. Include work, home and cell phone numbers, addresses, as well as email addresses.

## **C. Cost Proposal**

The applicant's cost proposal must be a fixed price proposal. Please also submit as background a budget breakdown of the proposal.

## **D. Deadline for Submission of RFQ**

The deadline for electronic submission of the Grant Writer consultancy proposals will be Friday, December 4, 2009 by 5 pm ET. Submit electronic proposals to Dr. Pamela Johnson, Executive Director of Ready to Learn, Corporation for Public Broadcasting, 401 Ninth Street, NW, Washington, DC 20004, [pjohnson@cpb.org](mailto:pjohnson@cpb.org). Please also cc: Giorgia Horrell [ghorrell@cpb.org](mailto:ghorrell@cpb.org).

## **Additional Work Samples**

Any additional printed work samples that may be necessary to show the applicant's capabilities and experience must be mailed or shipped to CPB no later than 5 PM ET on Friday, December 4, 2009 and should be accompanied by a cover letter clearly identifying the applicant submitting them. Any printed material should be sent to:

Giorgia Horrell  
Corporation for Public Broadcasting  
401 Ninth Street NW  
Washington, DC 20004

## **VIII. REVIEW PROCESS & SELECTION CRITERIA**

CPB expects to contract with the person or firm whose proposal and quote for work demonstrates that its performance of the work would be most advantageous to CPB, with price and other factors considered. CPB executive staff will review and evaluate submitted proposals, and make recommendations for contract awards. Consideration will be given to applicant's responsiveness to items set forth in the Scope of Work and criteria for selection.

### **Criteria for Selection will include the following:**

- Qualifications and past relevant experience and performance of the applicant
- Demonstrated experience in writing successful grant applications to the USDOE or other federal / foundation granting source
- Creativity and imagination in approaching tasks described in the Scope of Work
- Proposed cost, organizational capacity, and effectiveness

- Applicant's ability and willingness to work closely with CPB
- Background in children's literacy, education, public media and/or related field

## **IX. OTHER**

Projects selected for funding may receive requests for additional detail, including project timeline and cash flow projections. CPB may ask applicants to work with other individuals or institutions to achieve proposed outcomes.

CPB is not responsible for loss or damage to the material submitted. Any submission to CPB shall become the property of CPB (not including any intellectual property rights contained in such submission), and CPB is not required to return any submitted materials to any applicant. CPB is not responsible for any violation of copyright, trademark, patent, trade secret, or other rights that may result from disclosure made by response to this RFP.

Solicitation by CPB of proposals does not constitute an agreement by CPB to extend funding to any party for the project under consideration. CPB may, in its sole discretion, elect not to pursue this project in any manner.

By submitting a proposal, each applicant grants to CPB the right to duplicate, use, disclose, and distribute all of the materials submitted for purposes of evaluation, review, and research. In addition, each applicant guarantees that the applicant has full and complete rights to all of the information and materials included in the proposal. Each applicant also guarantees that all such materials are not defamatory and do not infringe upon or violate the privacy rights, copyrights, or other proprietary rights of any third party. Each applicant also indemnifies and agrees to hold CPB harmless from and against any claims, losses, liabilities and damages (including attorneys fees) resulting from any alleged violation of these provisions.

### **Conditions of Agreement**

If a proposal is selected for funding, applicants will be required to sign a binding agreement. Until both parties have signed an agreement, no express or implied commitment has been made to provide financial support. Applicants are not authorized to commence work until the agreement is fully executed. If applicants opt to commence work, they do so at their own risk. No oral or written statement other than the signed, written agreement will govern or modify the relationship.

As a condition of agreement, applicants must guarantee that, among other things, any work they undertake on behalf of CPB is not defamatory and will not violate or infringe upon the privacy rights, copyrights, or other proprietary rights of any third party. Contractors must also agree to indemnify CPB against any loss resulting from breach of any of the guarantees contained in the agreement.

Those receiving funds from CPB must be able to comply with a number of requirements that will be included in the operative agreement. These requirements include but are not limited to:

- (1) A demonstration of adequate financial support to complete the work for which they have been contracted and to deliver reports and/or other intellectual property created pursuant to the Agreement;
- (2) Maintenance, for three years following receipt of relevant funds, of all financial records to the project, which records shall be accessible to CPB, and to the U.S. Comptroller General or other representatives for examination and audit purposes;
- (3) Maintenance, for three years after approval of a final financial report, of a complete file of all subcontracts and other agreements, licenses, clearances, and other documents related to the work undertaken, copies of which shall be made available to CPB on request;
- (4) Compliance with equal employment opportunity and nondiscrimination laws and policies;
- (5) Applicants who plan to engage sub-contractors will be expected to obtain competitive bids, and to provide assurances that the prices obtained for any such services are fair and reasonable;
- (6) Applicants will be required to provide documentation as to actual costs, and provide supporting detail demonstrating that all costs are reasonable, necessary and allocable to the requirements and objectives of the work undertaken; and
- (7) All research and materials created, developed, compiled or produced pursuant to or as a result of this project (including but not limited to all reports) will be considered ordered and commissioned by CPB as works made for hire under the copyright laws, and made in the course of services rendered. If, for any reason, the proposed research and materials to be provided are not considered works made for hire under the copyright laws, then the applicant will be required to assign all right, title and interest in and to such research and materials to CPB. Applicants further agree that neither they, nor any of their subcontractors, will have any copyrights or other intellectual property rights whatsoever in any research and/or materials created, developed, compiled or produced by them or by any subcontractor, or by any third party participating in the preparation of research or materials for this project.

Other material terms and provisions will be set forth in the documents provided to the applicant that successfully completes the selection process.