Ready To Learn
Learning Neighborhoods: Cohort 2
RFP Info Session
Thursday, June 3, 2021
## Welcome and Introductions

<table>
<thead>
<tr>
<th>CPB</th>
<th>PBS</th>
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<tr>
<td>Pam Johnson</td>
<td>Laila Hirschfeld</td>
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<tr>
<td>Devon Tutak</td>
<td>Megan Kuensting</td>
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<td>David Lowenstein</td>
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<td>Lavanya Mohan</td>
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## Cohort 1

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<th>Alabama Public Television</th>
<th>Detroit Public Television</th>
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<td>Alaska Public Media</td>
<td>Vegas PBS</td>
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<td>PBS SoCal (California)</td>
<td>WNET (New York)</td>
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<td>WFSU (Florida)</td>
<td>WQED (Pennsylvania)</td>
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<td>Kentucky Educational TV</td>
<td>Austin PBS</td>
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<td>Maryland Public Television</td>
<td>PBS Wisconsin</td>
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 Equip children with key skills and dispositions that lead to success in learning, work, and life.
Short & Mid-Term Goals

**Families & Communities will:**
- Become empowered with knowledge and skills to support children’s growth and learning around the Key Skills
- Be equipped with tools and resources to support children’s learning anytime, anywhere, and develop the confidence to use those tools effectively
- Contribute to children learning gains as a result of intergenerational learning experiences

**Young learners will begin to:**
- Develop increased Functional Literacy, Critical Thinking, Collaboration, and World of Work skills and knowledge
- Explore the World of Work, the way it is organized, and the opportunities it presents
- Build an identity that enables them to connect their interests and talents to the World of Work
Key Skills For Success

**Functional Literacy** - focused on use and comprehension of a variety of texts (including informational texts) and oral, written, and social communication skills (pragmatic language development)

**Critical Thinking** - focused on computational thinking, creative problem solving, and flexible thinking

**Collaboration** - focused on social awareness and relationship skills including perspective taking

**World of Work Knowledge and Skills** - focused on self-confidence, goal-oriented behavior, and task persistence, as well as exposure to a variety of careers and jobs
Principles to Guide Our Work

• Quality and engagement
• Diversity, equity, access, and inclusion
• Partnership and collaboration
• Innovation
Evolution of RTL Community Engagement
What is a Learning Neighborhood?

A group of partners, including a local PBS station, that are acutely focused on the early learning needs of children and their families.

Foster a **community-wide culture** that promotes the “Learn Together” theme and empowers children and adults to learn anytime, anywhere – at home, in the neighborhood, and within local systems and spaces.

Intentionally coordinate parent, family and educator experiences to **provide a comprehensive set of touchpoints** for a community to support a child’s learning, encouraging sustained use and extending impact of the Project content.
CC-ELM vs. Learning Neighborhoods

- Decreased prescriptiveness of RTL content
- Intentional incorporation of partner and community resources
- Foundational mindset of scaling and sustainability
- Station-to-station dialogue and mentorship; strategy and resource sharing; and networks of support
CC-ELM vs. Learning Neighborhoods

- Recognition of patterns and themes that can be applied to resource development and adopted by other Learning Neighborhoods
Opportunities for Innovation

- Lessons learned from CC-ELM model
  - FCLs, camps, Educator & Community Learning, RTL Activities Guide
- Lessons learned from the pandemic
  - Asynchronous vs. synchronous
- New approaches tied to RTL 2020-25 priorities
  - Partners
  - Innovation
  - Topic/Audience focus
Rethinking Partnerships

Local Partners
- Avoid pre-conceived notions of who to partner with
- Use needs assessment to determine the right fit for you, the partner(s), and the community

Families
- Families are our audience, but they should also be our partners.
- How do we responsibly incorporate the voices of families into the development and operation of the Learning Neighborhood?

Educators
RTL National Partners:
U.S. Chamber of Commerce Foundation

- Provide expertise and thought leadership on education and workforce needs, and how they inform the building blocks of early career readiness

- Activate local Chamber staff to partner with stations on the CANA and ongoing Learning Neighborhood activities

- Support ongoing awareness-building of RTL among working parents and local business communities.
RTL National Partners: NAEYC

- Provide guidance to ensure responsiveness of RTL to the needs of families and educators and alignment to NAEYC standards and resources

- Support the needs assessment and landscape analysis to inform Learning Neighborhoods, identifying educators for focus groups and leveraging state affiliates to participate;

- Leverage its network and platforms to promote wider use of RTL content with families, in daycare facilities and school-based settings

- Identify opportunities for affiliate-station relationships with educators and families in Learning Neighborhoods
RTL National Partners: Parents As Teachers

- Serve as an advisor in the area of parent engagement
- Support the creation of professional and parent-facing RTL materials with a focus on parent engagement and intergenerational learning
- Collaborate to implement and distribute these resources at national and regional levels
Development of Engagement Resources

LN stations will have the opportunity to collaborate on the development of new RTL engagement resources featuring RTL 2020-2025 content

- Multiple waves beginning in Year 2
- Learning from past RTL resources and innovating based on Year 1 research
- Process will be managed by PBS outside of LN contracts
## RTL 2020-2025 Content

<table>
<thead>
<tr>
<th>Broadcast series</th>
<th>Short form series</th>
<th>Podcasts</th>
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<tr>
<td><strong>WOMBATS!</strong></td>
<td><strong>LIZA LOOPS</strong></td>
<td><strong>RFP for Literacy Series</strong></td>
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<tr>
<td><strong>Age</strong></td>
<td>3-5</td>
<td>4-8</td>
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<td><strong>Invitational Priority</strong></td>
<td>Priority 2 Career Exposure &amp; Skills</td>
<td>Priority 2 Career Exposure &amp; Skills</td>
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<tr>
<td><strong>Learning Focus</strong></td>
<td>Critical/Computational Thinking, Flexible Thinking, Task Persistence, Collaboration</td>
<td>Critical/Computational Thinking, Collaboration, Communication, Exposure to Careers</td>
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Overlapping RTL Content

- Molly of Denali - functional text/world of work
  - Episodes
  - Online games and apps
  - Short-form content
  - FCL
- PBS KIDS ScratchJr - computational thinking
  - App
  - FCL

- PBS KIDS for Parents Play & Learn Science - multigenerational learning
  - App
  - FCL
- PBS KIDS for Parents Play & Learn Engineering app - computational thinking
- Educator & Community Learning - career and workforce support
Cohort 2’s First Year
Key Activities for 2021-22

- Community Assets & Needs Assessment (CANA)
  - Training
  - Implementation

- RTL Facilitator Course
  - Training
  - Implementation

- Develop and implement multi-year Learning Neighborhood plan
  - Incorporate findings from CANA
Other Deliverables

● Monthly Narrative Reporting
● Quarterly Financial Reporting
● Annual Project Report
● Annual Project Plan
● Project feedback (as needed)
● Training (as needed)
Support from CPB & PBS

- Synthesizing CANA data
- Building a cohesive digital product/mechanism to support Learning Neighborhoods
- Ongoing coaching/office hours on RTL facilitation practices
RFP Process
Access to CPB Grantee Portal

• Proposals must be submitted via grants.cpb.org
  • Request an account/access via email to dsteven@cpb.org
    no later than Wednesday, June 23, 2021 at 4:00 PM ET

• One submission per station
Proposal Components

Technical Proposal

1. Station capacity and commitment
2. Project Community and Target Audience
3. Collaborative Engagement

Submit in PDF or DOC
Proposal Components

Cost Proposal

• Use the budget template (available on the RFP page)

• Submit in **EXCEL**

• Include NICRA if using a federal indirect rate
  • 10% provisional rate allowable
Submitting Your Proposal

• Proposals must be submitted via grants.cpb.org

• Proposals are due no later than Wednesday, June 30, 2021 at 4:00 PM ET

• CPB will confirm receipt of your proposal via email within 2 business days
FAQ

• All questions must be submitted in writing to dsteven@cpb.org

• Responses will be posted in the FAQ at https://www.cpb.org/grants/RTL-2020-25-Learning-Neighborhoods-Cohort-2

• The deadline for submitting questions is Wednesday, June 23, 2021 at 4:00 PM ET.

• PLEASE check the FAQ before submitting a new question
Anticipated Timeline

- June 30 – proposals due
- July – RTL panel reviews proposals
- August – CPB approval/contracting
- September – contracting/public announcement
- October – projects begin
Tips

- Answer the prompts in section VII.A. in order
- Focus on your station’s recent activities (since 2015) and upcoming plans
- Demonstrate station/community-wide interest and capacity
- Acknowledge what you don’t know... and what you want to learn
- Do not submit a Learning Neighborhood plan