



Request for Proposals (RFP) Strategic Education Consulting Services

November 2016

FILING DEADLINE: December 9, 2016

I. PROJECT OVERVIEW

The Corporation for Public Broadcasting (CPB) seeks proposals from firms to provide strategic education consulting services to expand and advance CPB's overall education mission and goals, as well as to provide strategic advice and research services. CPB expects to retain the firm for a one-year term, renewable for two consecutive one-year terms, at CPB's discretion. The contract for services will be on a fixed-fee basis for each term. The project is expected to require up to forty hours of work per month, with some months requiring more and some less effort.

Currently, CPB provides funding and support for two major strategic education initiatives – Ready To Learn (RTL) and American Graduate: Let's Make It Happen (American Graduate).

The Ready To Learn initiative is a partnership among the U.S. Department of Education, CPB, PBS, local public media stations and their community-based partners. RTL supports the development of innovative educational television and digital media targeted to preschool and early elementary school children and their families. Its general goal is to promote early learning and school readiness, with a particular interest in reaching low-income children. In addition to creating television and other media products, the program supports activities intended to promote national distribution of the programming, effective educational uses of the programming, community-based outreach and research on educational effectiveness.

American Graduate is a multi-year public media initiative, supported by CPB, to assist public media television and radio stations and national public media and partner organizations in identifying and implementing solutions to address the high school dropout crisis in their local communities, encouraging students to finish high school and reinforcing the importance of education beyond high school. Additional information about American Graduate may be found at www.americangraduate.org.

CPB also provides funding for the creation of children's educational content and resources on a wide range of platforms. Educational resources include television programming, online and mobile apps, games and content developed exclusively for use on the web. In addition to supporting the work of local public media stations and national organizations, CPB has and expects to continue funding education related research and the capacity building efforts of public media stations to create educational content and sustainable education services.

II. ABOUT CPB

The Corporation for Public Broadcasting is a private, not-for-profit, non-governmental corporation authorized by Congress in 1967 through amendments to the Communications Act of 1934. CPB is exempt from taxes under Section 50(C) (3) of the Internal Revenue Code. CPB promotes non-commercial public telecommunications services (television, radio, online and digital) for the American people. CPB also provides financial support and a variety of services to more than 1,400 locally owned and operated public television and radio stations nationwide. Such support helps guarantee universal access to public broadcasting's educational services and programming, and ensures that stations can exchange program materials through a national system of interconnection. For more information, see www.cpb.org.

CPB's education goals are to maintain and advance a vibrant children's content service, and to help stations connect to diverse audiences and meet community needs. CPB achieves these goals by awarding grants to producers for the creation of content, education and engagement resources; to stations for work with communities and schools; and to researchers for evaluation of effectiveness. CPB supports children's content that is innovative, reflects the diversity of its audience, and responds to the nation's leading educational needs and priorities. CPB is committed to supporting public media content that is relevant in the lives of all Americans who are diverse in terms of race, heritage, geography, economic levels, thought, and opinion.

III. SCOPE OF WORK

During the Consultation Period, the consultant will provide CPB with strategic counsel to expand and advance its overall education mission and goals, as well as strategic advice and research services, which are expected to include the following or other similar services:

1. Strategic Advice and Research

- a. Provide CPB with counsel, guidance and recommendations to inform CPB's education portfolio in key areas including early childhood education, k-12 education, English Language Learning (ELL), social-emotional learning, dropout prevention and youth engagement, college and career readiness, and workforce education.
- b. Provide input and information to assist CPB with comprehensive strategic education planning efforts.
- c. Proactively provide CPB with the necessary information to remain current on new trends in education, whether it be providing updates on changes in federal and state education policies, leadership transitions within the federal government, education trends and activities, federal education funding, and/or issues affecting the Every Student Succeeds Act (ESSA).
- d. Provide CPB with up-to-date information about upcoming education grant programs (federal, state or private) that complement CPB's education policy, and to which public media stations and organizations might be eligible to apply.
- e. Review research reports on education services provided by public media, and make recommendations to CPB on how best to disseminate this information to highlight what works best, ways to scale that work, and the best method(s) of

communicating impact. A copy of such research reports will be provided to the selected applicant.

- f. Assist CPB in the construction of appropriate and effective messaging (for audiences within and outside of the public media system) about public media's education initiatives and the impact of those initiatives on communities and the American public.
- g. Assist CPB in drafting speeches and talking points, and/or organizing compelling presentations, for multiple audiences, including national education and private sector organizations, federal agencies, or the White House, etc., ensuring that messaging effectively communicates the goals and impact of the educational efforts undertaken by CPB and public media.
- h. Provide strategic project management of tasks, including creating consensus goals, objectives and timelines, thereby ensuring timely and successful project completion.

2. Document Drafting and Review

(Since the opening states the required activities are below, you do not need the opening phrase.) Draft and/or review materials related to CPB's overall education case statements, policy and strategy memos or analyses, reports, research summaries, fact sheets, presentations, communications and planning materials.

3. Partnership Development

Assist CPB in identifying, coordinating, and collaborating with key stakeholders, external partners and organizations as appropriate in order to maximize public media's role and engagement in the education field, including leveraging relationships in the education community (such as foundations, non-profit organizations and others.)

4. Public Media and Industry Meetings

Help CPB plan, facilitate and structure meeting agendas for key public media and related industry meetings. The consultant may be required to attend and participate in specific local and national education related meetings, held at various locations, which may include CPB Board Meetings, NETA, PBS Annual Meeting, PBS General Manager Meetings, Ready To Learn and/or American Graduate meetings.

5. Deliverables

Provide monthly project activity reports and invoices, and copies of any materials generated during the reporting period to CPB.

6. CPB Meetings

Advise CPB Executive and senior staff by phone, email, and in person. The consultant will be required to travel to CPB's office on a monthly basis in conjunction with providing the services described above during the consultation period. In addition, CPB may request the advisor to travel to up to six additional meetings, during each contract year, related to the services described above, at location(s) to be determined. CPB will reimburse the consultant for travel in accordance with CPB's travel policy.

The consultant must submit monthly invoices to CPB detailing work performed.

IV. PROPOSAL COMPONENTS

All consultants must provide a separate Technical and Cost Proposal with the following components:

The Technical Proposal must include the following information in the order specified:

- A. Qualifications Narrative describing the firm and assigned staff's relevant expertise, experience, and abilities demonstrating their ability to complete the types of services described in Sections I and III;
- B. Not more than three (3) examples of projects similar to the work described herein that the assigned staff advised on within the past five years ("Impact Examples"). The examples must include a detailed description of the objectives, results, time requirements, cost, and assigned staff for each;
- C. A statement of approach describing the proposed actions the firm will take to deliver on the stated goals of this project, such as meetings, interviews, research, or other activities;

The Cost Proposal must include a breakdown of the hours and the rates for each assigned staff, for the initial one-year term and both renewal periods. The Cost Proposal should also specify the cost, if any, of travel to CPB's office, assuming ten to twelve trips per contract year. Travel costs associated with attending and/or presenting at events or facilitating meetings at such events, should not be included in the Cost Proposal and will be reimbursed in accordance with CPB's travel policies attached as Section IV. Please ensure that the Cost Proposal is provided as a separate document as explained in Section VI below.

V. SELECTION CRITERIA

Responses to this Request for Proposals will be evaluated using the following criteria and the associated weight.

1. Qualifications of firm's key project personnel to perform the tasks described in Sections I and III, including, but not limited to:
 - a. Relevant expertise; and
 - b. Availability of the assigned staff to provide the services herein (30%);
2. Quality of the Impact Examples (25%);
3. Quality of statement of approach and appropriateness of proposed actions to successfully assist CPB in its overall education mission and goals (20%); and
4. Cost Proposal – The reasonableness of the cost. (25%).

VI. SUBMISSION OF PROPOSALS

Responses to this RFP are due December 9, 2016, at 5:00 PM (EDT). Applicants must submit their technical and cost proposals through CPB's electronic grants management system. Please contact Fiona Macintyre, Director, Education, fmacintyre@cpb.org, for instructions. All questions other than those about the electronic submission must be submitted in writing to Fiona Macintyre. The questions (without attribution) and CPB's responses will be posted on CPB's website.

CPB may request the top scoring applicants to present their proposals to CPB at its offices in Washington, D.C. If selected, CPB will contact the consultants to schedule the date and time of the meetings.

VII. CPB TERMS

Quotes submitted in response to this RFP by an applicant ("Offeror") shall be valid for at least 90 days following the closing date of this RFP.

Proposals must provide a straightforward, concise description of the Offeror's proposals to meet the requirements of this RFP. Neither multiple nor alternate proposals will be accepted. An Offeror should give specific attention to the clear identification of those portions of its proposal that it considers confidential, proprietary commercial information or trade secrets.

The selected Offeror shall be responsible for all services required by this RFP. Subcontractors must be identified and a complete description of their role relative to the proposals must be included in the Offeror's proposals.

By submitting an offer in response to this RFP, an Offeror, if selected for award, shall be deemed to have accepted the terms of this RFP. Any exceptions to this RFP must be clearly identified in the proposal. A proposal that takes exception to these terms may be rejected.

As part of the RFP review process, CPB may share materials, data, other information and analyses (collectively, "Information") with Offerors. As a condition of receiving such Information, Offerors responding to this RFP shall be deemed to agree to protect, preserve and maintain all such Information on a strictly confidential basis, and to promptly return to CPB upon its request all tangible copies of such Information in your possession.

CPB is not responsible for loss or damage to material submitted with or in support of this RFP. 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 Offeror. 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 RFQ.

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 Offeror 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 Offeror guarantees that the Offeror has full and complete rights to all of the information and materials included in the proposal. Each Offeror 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.

VIII. CONDITIONS OF AGREEMENT

1. If a quote in response to this RFP is selected for funding, Offerors 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. Offerors are not authorized to commence work until the agreement is fully executed. If Offerors 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.
2. As a condition of agreement, Offerors 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. Offerors must also agree to indemnify CPB against any loss resulting from breach of any of the guarantees contained in the agreement.
3. 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:
 - a. 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;
 - b. 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. (Offerors will additionally ensure that any subcontractors or advisors under the agreement shall also maintain such records for the period specified and under the same terms);
 - c. 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;
 - d. Submission to CPB of a copy of any U.S. Comptroller General final audit report in connection with the project;

- e. Compliance with equal employment opportunity and nondiscrimination laws and policies;
 - f. Offerors 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
 - g. 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 Offeror will be required to assign all right, title and interest in and to such research and materials to CPB. Offerors 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.
 - h. The agreement will be governed by and construed in accordance with the laws of the District of Columbia without regard to its conflict of law provisions.
 - i. Other material terms and provisions will be set forth in the documents provided to the Offeror that successfully completes the selection process.
- 4. CPB will have complete rights to the reports created as deliverables for this project.
 - 5. CPB will not be responsible for any costs incurred by an Offeror in preparing and submitting a proposal, or in performing any other activities relative to this solicitation.

IX. Non-Employee Travel Expense Guidelines

Travel Expenses incurred by non-CPB staff (including consultants) need to be itemized in the Non-Employee Expense Form. All expenses worth \$25.00 or higher denominations must be supported by original receipts. Expenses requiring CPB approval must evidence such approval. Reimbursement of travel expenses is subject to the following limitations:

Transportation

Only coach or economy class airfare, rail fare or bus fare will be reimbursed towards travel expenses. Travelers must make every effort to plan travel and book transportation sufficiently in advance so as to realize cost savings, and are required to accept the lowest fare available for the required itinerary. Full fare coach may be used only in unusual and/or special circumstances and, in each such instance, a detailed explanation shall be provided and reimbursement shall be contingent upon approval by CPB.

Private automobile use will be reimbursed at the prevailing IRS rate of 50 cents per mile to CPB employees for 2016, but not in excess of the lowest available airfare. Taxi cab fare will be reimbursed to the extent reasonable and necessary. Rental car expense will be reimbursed only when the daily taxi fare would exceed per day car rental rate, or when no other convenient and less expensive form of ground transportation is available. Travelers may rent intermediate-size vehicles.

Lodging

CPB will only reimburse for reasonable, standard rate, single room accommodations and appropriate incidental charges. Incidental expenses incurred for comfort, grooming or personal enjoyment, such as airline and room movies, haircuts, shaving equipment, shoe shines, etc., are not subject to reimbursements.

Meals

CPB will reimburse for meals up to a total of \$65.00 per day for domestic travel and \$75.00 per day for foreign travel, provided that meals are not otherwise furnished or included in connection with an activity.