

**CORPORATION FOR PUBLIC BROADCASTING**  
**Request for Proposals**

**American Graduate Phase Three Outcomes Measurement**

**I. OVERVIEW**

The Corporation for Public Broadcasting (“CPB”) seeks proposals from qualified independent evaluators (“Contractor”) to assist in the design and implementation of the outcomes measurement component of phase three of public media’s the American Graduate initiative (“Initiative”). Phase three focuses on the state of the workforce, emphasizing career pathways, job opportunities, and skills required to meet local industry needs. In consultation with CPB, Nine Network of Public Media (“Nine Network”), which is serving as the Lead Station, and in collaboration with approximately 15 to 20 public media stations, to be selected by CPB, Contractor will be engaged in the following tasks during this two-year project which are described in greater detail in Section IV - Proposal Workscope:

- 1) Review and refine national and local outcomes;
- 2) Develop or refine outcomes measurement resources and provide training;
- 3) Create metrics for national producers and provide training;
- 4) Conduct a mid-point review; and
- 5) Produce a final report.

During the contract period, Contractor will submit monthly reports and make up to three presentations on its work to CPB leadership, participate in two annual American Graduate station meetings, and produce a mid-term and final report on the national impact of American Graduate for stakeholders that includes aggregated local station impact data and data from the national producers. Contractor will also participate in monthly planning calls with CPB and Nine Network. Contractor will be compensated for services on fixed-fee basis with travel reimbursed during the term. This contract will be renewable at CPB’s sole discretion for two six-month terms to provide any required follow-up services, such as collecting final data or editing the final report.

**II. FILING DEADLINE**

Proposals are due via CPB’s electronic grants management system no later than **5:00 pm ET Friday, January 5, 2018**.

**III. BACKGROUND**

The [Corporation for Public Broadcasting](#) (CPB), a private, nonprofit corporation created by Congress in 1967, is the steward of the federal government's investment in public media. It helps support the operations of more than 1,400 locally-owned and -operated public television and radio stations nationwide, and is the largest single source of funding for research,

technology, and program development for public radio, television and related online services. Public media has a special responsibility to remain a neutral, unbiased convener of a healthy civic dialogue that informs and engages the public and strengthens the community for the common good.

Public media has long been a trusted educational resource, providing students of all ages with programming and teachers with tools to help them better educate America's youth. Building on this reputation of trust, CPB launched [American Graduate: Let's Make it Happen](#) in 2011 to address one of the most challenging issues of our time, the high school dropout crisis. An overview of the work of the initiative and progress to date are provided below.

American Graduate was designed to address the dropout crisis by deploying the resources of public media's network of locally-owned and operated radio and television stations. American Graduate supports stations in the ongoing development of national and local content about the dropout crisis, station engagement with local communities, as well as the development and use of multimedia classroom tools to deliver locally customized solutions that address the dropout crisis.

During phase one (2011- 2013), CPB funded 25 stations in at-risk communities to work toward improving graduation rates. CPB also commissioned the Everyone Graduates Center at Johns Hopkins University School of Education to conduct an American Graduate Initiative Action Evaluation (<http://new.every1graduates.org/wp-content/uploads/2013/10/CPB-Report.pdf>). The evaluation was designed to assess progress on short-term American Graduate outcomes that were aligned with national research benchmarks ([see Building a Grad Nation Report](#)). The evaluation confirmed that public media stations play a positive and significant role in increasing community capacity to confront and solve the dropout crisis.

During phase two (2014-2016), CPB funded 34 stations (18 new, and 16 stations that also participated in phase one) to continue working with at-risk communities to improve their graduation rates. As Executive Producer of phase two of American Graduate, Nine Network built the Data Tracker database. It also collected survey data from stations, their audiences, and their partners; conducted interviews with station staff and partners; and made site visits to all funded stations to evaluate the impact of American Graduate on the communities they serve, on the stations themselves, and on philanthropic support of station. The results of the evaluation demonstrate that public media has a role as a vital community partner in response to a critical national issue—improving youth outcomes in at-risk communities. The report will be made available to the selected Contractor. In addition, CPB commissioned a report, [Public Media Partners with Local Leaders and Organizations to Address Community Issues](#).

In phase three, CPB awarded a grant to Nine Network to serve as Lead Station to manage a new group of approximately 15-20 stations, align local/national content, support best practices in community engagement activities, aggregate local data, steer work towards intended outcomes, and tell the story of the initiative's impact. The new American Graduate stations will partner with business, education, and workforce related organizations; convene gatherings

with partner organizations; create content about the state of the workforce; highlight career pathways; tell stories of job opportunities and skills required to meet local industry needs. An [RFP](#) was posted in August 2017 and stations are anticipated to be under contract for winter 2018.

CPB in collaboration with the Nine Network will develop a logic model for the initiative and collect data in support of its outcomes in a measurement dashboard. The American Graduate stations will also develop individual logic models and collect data in support of both national and local outcomes.

More information on American Graduate is available at [www.americangraduate.org](http://www.americangraduate.org).

#### **IV. PROPOSAL WORKSCOPE**

During this project, Contractor will carry out the tasks described below.

##### **A. Review and Refine National and Local Outcomes**

As context for developing an outcomes measurement plan, Contractor will review the progress that American Graduate has made towards its goals in phases one and two, as well as CPB's plans and goals for phase three. This work will also include reviewing and providing recommendations to the CPB on enhancing the station and the initiative logic models proposed for phase three. Contractor will work with the stations by telephone and email to refine their logic models. The objective is to help identify and define a refined set of common short-, mid-, and long-term outcomes for the stations and the national Initiative, including ways to measure them.

Contractor will review the existing database and data collected in phase two, and provide recommendations on how to enhance the database and the data collected to support phase three of the Initiative. The Nine Network is responsible for updating and maintaining the database for this project.

Contractor will provide CPB with an initial written report and PowerPoint in the first quarter that details its findings and recommendations for targeted outcomes and indicators for the Initiative and stations. Contractor will present the report to CPB and Nine Network at CPB's offices in Washington, DC.

##### **B. Develop or Refine Outcomes Measurement Resources and Provide Training**

Based on American Graduate work that will have begun in January 2018, Contractor will work with Nine Network to develop outcomes measurement resources that the stations will use to collect data on both national and local outcomes. The resources should provide templates for collecting the requisite data and supporting guidance to stations on how to develop an

outcomes measurement plan and on how to use the tools, with a goal of helping stations build skills related to outcomes measurement.

Contractor in conjunction with Nine Network will conduct webinars for stations to train them on how to use the resources and database, and on how to translate their data into action. The live training, which it will record for future use by CPB, may include, but is not limited to, up to two webinars and up to two presentations at national station meetings.

### **C. Create Metrics for National Producers and Provide Training**

Contractor will work with CPB, Nine Network, and up to 5 national content producers to develop a standard set of metrics and a template for national producers. The metrics and associated template should be designed to collect data on the reach and impact of the national content and producer-sponsored community engagement efforts, and be integrated into the database. Contractor will produce a live training webinar for national producers, that it will record for future use by CPB, explaining the metrics and how to collect the requisite data. Contractor will acquire available data from content producers for inclusion in the final report.

### **D. Mid-Point Review**

Midway through the project, Contractor will provide CPB with a detailed report and a PowerPoint on the activities undertaken to-date and analyze how well the requisite outcomes and outcomes data are being captured by stations, the national producers, and the database. Contractor must address whether the resource and trainings are working as expected and make recommendations about any updates that are necessary to improve the outcomes measurement processes. These updates may include revisions to the logic models, outcomes, the measures, and the data collection instruments and/or data collection processes. Contractor will brief CPB and Nine Network on the findings and recommendations either telephonically or in a meeting with CPB at its offices in Washington, D.C.

### **E. Final Report**

Contractor will provide CPB with a detailed report of publishable quality and a PowerPoint at the end of the project detailing the activities undertaken, analyzing the outcomes data in the database and from national producers, and the success the Initiative has obtained in reaching the intended outcomes. The report must include recommendations for improving the project and the outcomes measurement process. Contractor should be prepared to make up to two presentations to CPB and other stakeholders describing the project and its achievements.

The report should include infographics, tables, and figures, as necessary, and use individual station data and projects as examples. Contractor will also create an at-a-glance, one-page summary of the report (i.e., infographic or bulleted highlights of the report's main findings), as well as a PowerPoint presentation for CPB and its partners to use in various forums, including CPB's Board.

## **V. PROPOSAL REQUIREMENTS**

CPB is seeking proposals from organizations and/or individuals with knowledge of and experience in evaluating community impact and public media, the ability to message and communicate to targeted stakeholder groups, and the ability to work collaboratively with alliances of nonprofit organizations and their partners to evaluate project outcomes and their impact.

Applicants must separate their Technical and Cost Proposals.

**A. Technical Proposals** (Microsoft Word or Adobe PDF format) must include the following information in the order specified:

### **1. Cover Page**

A cover page that includes the name of the company and the name of the primary contact and that person's contact information.

### **2. Executive Summary**

A written narrative (one page maximum) clearly outlining the individual's or organization's:

- Qualifications to provide the services required for this Project, and
- Approach to developing and implementing the tasks called for by this Project.

### **2. Project Narrative**

A written description (12 pages maximum) of the Project that clearly addresses the:

- Project approach that includes advice to CPB, Nine Network, and the participating stations on the best way to accomplish the tasks;
- Timeline for key project milestones (e.g., report that includes identifying and defining national outcomes, advice and guidance to stations on their logic models and outcomes and outcomes measurement plans, toolkit trainings, data collection and analysis, reports);
- Project management plan that describes the roles and time-on-task commitments of each project personnel for each task;
- Organization's knowledge of public media and experience and expertise identifying and defining outcomes, conducting national evaluations of community impact, providing advice, guidance, and training to local organizations on outcomes and outcomes measurement, producing impact reports of publishable quality, and working collaboratively with an alliance of nonprofits and their partners.

Resumes of staff to be assigned to the Project and a detailed description of their experience relevant to the Project should be added as an addendum.

### **3. Examples**

Applicants must provide two recent examples (or links to examples) of evaluations of community impact it recently conducted, with at least one example that involves aggregating evaluations conducted by multiple organizations, and communications materials.

### **4. References**

Applicants must provide the names and contact information for two organizations or individuals for which it helped identify and define outcomes and measures for those outcomes in a national evaluation. At least one of the references must be a key staff from one of the examples provided.

### **B. Cost Proposal (Microsoft Excel format)**

The Cost Proposal, submitted at a fixed-fee rate, must include, but not be limited to, a breakdown of the hours by task, the rates for each assigned staff, and the cost of any subcontracted work, licensing fees, etc., for the entirety of the term. For the renewal terms, please indicate the hourly rates of the anticipated staff. Travel is subject to CPB's advance written approval. Travel costs will be reimbursed in accordance with CPB's travel policies attached as Exhibit A. Please ensure the Cost Proposal is provided as separate document in Microsoft Excel format.

## **VI. SELECTION CRITERIA**

CPB will evaluate proposals based on the following criteria with the assigned weight:

1. Approach – whether the proposed approach and hours specified for each task is well-defined and appropriate. (40%)
2. Qualifications – whether the applicant and the staff assigned to this project have knowledge of public media and experience and expertise identifying and defining outcomes, conducting national evaluations of community impact, providing advice, guidance, and training to local organizations on outcomes and outcomes measurement, producing impact reports of publishable quality, and working collaboratively with an alliance of nonprofits and their partners. Whether the examples and references demonstrate the applicant's ability to provide the required services, including identifying outcomes, creating metrics, developing the toolkit, and providing training. (35%)
3. Budget cost is reasonable and appropriate. (25%)

## **VII. SUBMISSION OF PROPOSALS**

Applicants must submit their technical and cost proposals through CPB'S electronic grants management system.

To gain access to the electronic grants management system, please send an email request to Megan Fitzpatrick, [mfitzpatrick@cpb.org](mailto:mfitzpatrick@cpb.org), no later than **December 18, 2017 at 12:00PM ET**. CPB will provide access to eligible applicants within two business days. Please note: even if you already have an account in the CPB Grants system, you must contact Megan to request access to this specific RFP.

Submissions are due no later than **Friday, January 5, 2018 at 5:00 PM ET**. CPB will not consider applications submitted after this time.

All questions must be submitted in writing to Barbara Lovitts, Director of Research and Evaluation, at [blovitts@cpb.org](mailto:blovitts@cpb.org) by **December 19, 2017 at 5:00 pm**. CPB will post all responses without attribution by **December 21, 2017**.

## **VIII. SELECTION TIMELINE**

All proposals will be reviewed and ranked. CPB may ask the top scoring applicants to present their proposal to CPB at its offices in Washington, D.C. If necessary, CPB will contact the applicants to schedule the specific dates and times.

Below is the anticipated timeline for reviewing and selecting a Contractor.

<b>RFP Review and Selection</b>	<b>Date</b>
Submission Deadline	January 5, 2018
Select Contractor	January 23, 2018
Contract Term	February 2018- February 2020

## **CPB Terms**

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

Proposals shall be prepared simply and economically, providing 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 products and 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 agreed 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 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 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.

## **Conditions of Agreement**

If a proposal 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.

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.

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 3 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 consultants under the agreement shall also maintain such records for the period specified and under the same terms);
- (3) Maintenance, for 3 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) Submission to CPB of a copy of any U.S. Comptroller General final audit report in connection with the project;
- (5) Compliance with equal employment opportunity and nondiscrimination laws and policies;
- (6) Offerors will be required to provide documentation as to actual costs;
- (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 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.

- (8) The agreement will be governed by construed in accordance with the laws of the District of Columbia without regard to its conflict of law provisions.

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

CPB will have complete rights to the reports created as deliverables for this project.

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.

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## **Exhibit A – 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, 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.