



**Request for Proposals
Strategic Education Consulting Services
Proposals Due Thursday January 16, 2020**

I. OVERVIEW

The Corporation for Public Broadcasting (CPB) seeks proposals from individuals or 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 (“Consultant”). CPB expects to retain Consultant 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.

As a key component of its early learning education work, CPB provides funding and support for a major strategic education initiative – Ready To Learn (RTL). Through a grant from the U.S. Department of Education (USDOE), CPB and PBS are developing free children’s educational television and related digital experiences designed to improve school readiness skills for children ages 2-8, especially in high needs communities. Public media stations and their community partners are supporting early childhood learning in science and literacy using PBS KIDS series, personalized and adaptive learning games, and tools for families and educators. Informed by expert advisors, these research-based resources are also tested for educational impact by independent evaluators. The current RTL grant covers the period 2015-2020. It is anticipated that the USDOE will issue a new request for proposals, during spring 2020, for the period 2020-2025. Consultant will provide advice and guidance to CPB and its partners in the development of a proposal in response to the anticipated RTL solicitation.

CPB also provides funding for the creation of children’s educational content and resources on a wide range of platforms. Streaming media, innovative digital games, and new distribution models have joined broadcast as essential components of CPB’s strategy, and over the past few years, CPB has made strategic investments in multi-platform innovation and supporting diverse content that reflects children’s own experiences. Both CPB investments and the RTL grant support innovation in education content and services that keep public media at the forefront of educational choices for 2-8-year olds.

CPB’s commitment to high standards for young children will expand to include support for research and development of high-quality, digital learning experiences focusing on two older age groups: 8-12 and 13-18, audiences currently underserved by public media. CPB plans to develop new ways to engage these young people with content and experiences that equip them with necessary digital skills as media users, consumers and creators.

In addition to supporting the work of local public media stations, producers 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. BACKGROUND

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 content service for children and youth, 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 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. WORKSCOPE

During the contract term and upon CPB's request, Consultant must provide CPB with strategic counsel to expand and advance the RTL initiative and its overall education mission and goals and strategic advice and research services, which are expected to include the following or other similar services:

A. Strategic Advice and Research

1. Provide CPB with counsel, guidance and recommendations to inform CPB's education portfolio in key areas, including early childhood education, K-12 education, content for youth, youth engagement, audio for learning, college and career readiness and workforce education.
2. Provide input and information to assist CPB with its strategic education planning efforts.
3. Proactively provide CPB with information on current and 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).
4. 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.
5. Review research reports that CPB provides Consultant on public media's education services and advise CPB on how best to disseminate this information to other public media stations or organizations to highlight what works best, provide CPB with a program to scale, and provide CPB with the best method(s) for communicating the impact of that work to public broadcasting stations and key stakeholders.

6. 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.
7. Assist CPB in drafting speeches and talking points, and/or organize compelling presentations, for multiple audiences, including national education and private sector organizations, federal agencies, etc., ensuring that the messaging effectively communicates the goals and impact of the educational efforts undertaken by CPB and public media.
8. Provide strategic advice on CPB initiatives, including creating consensus goals, objectives and timelines, thereby ensuring timely and successful project completion.

B. Document Drafting and Review

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.

C. 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).

D. Public Media and Industry Meetings

Help CPB plan, facilitate and structure meeting agendas for key public media and related industry meetings. 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, the Public Media Thought Leader Forum, PBS Annual Meeting, PBS General Manager Strategy Meetings, and Ready To Learn meetings. In addition, CPB may request Consultant 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 Consultant for travel in accordance with CPB's expense guidelines in Section X. Because CPB has not determined which meetings Consultant must attend, Consultant should not include any costs for same in his/her cost proposal.

E. CPB Meetings

Advise CPB Executive and senior staff by phone, email and in person. Consultant will be required to travel to CPB's offices on a monthly basis to discuss the required advice. As explained above, CPB will reimburse Consultant for travel in accordance with CPB travel policy. which must be detailed in Consultant's cost proposal, as explained below.

F. Deliverables

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

IV. PROPOSAL CONTENTS

Consultant must provide CPB with separate technical and cost proposals which include the information below.

A. Technical Proposal

The technical proposal must include the following elements. No cost information should be included in Consultant's technical proposal or it may be disqualified.

1. A detailed proposal including:
 - a. Primary contact's information, preferably in the form of a cover sheet, including the contact's name, mailing address, e-mail address, and telephone number;
 - b. Qualifications narrative describing Consultant's and the assigned staff's relevant expertise and experience, demonstrating their ability to provide CPB with advice on structuring and expanding its education programs, mission and goals);
 - c. Not more than three (3) examples of projects that demonstrate Consultant's and each assigned staff member's success at providing strategic advice to develop or enhance digitally based education programs. The examples must be recent, within the past five years, and must include a detailed description of the objectives, results, time requirements, cost and assigned staff for each;
 - d. A reference for each of the examples provided, including their telephone number and e-mail address;
 - e. A detailed description of Consultant's approach to providing the required advice to CPB; and
 - f. A breakdown of the project into major tasks, including the names of each staff member and the number of hours required of each.

B. Cost Proposal

The cost proposal must include the following elements.

1. Using the breakdown of hours for each team member assigned to each major task provided in Contractor's technical proposal, identify each member's hourly rates and the total cost, and indicate whether staff are employees or contractors. Provide breakdowns for each assigned staff for the initial one-year term and both renewal periods.
2. 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 industry 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 X.

V. EVALUATION CRITERIA

Proposals will be evaluated based on the following factors with the associated weight.

- A. Qualifications and Experience (30%)** – The qualifications and experience of firm’s key project personnel to perform the tasks described in Section III, including, but not limited to:
 - 1. Relevant experience; and
 - 2. Availability of assigned staff to provide the services herein;
- B. Approach (25%)** – quality of statement of approach and appropriateness of proposed actions to successfully assist CPB in its overall education mission and goals;
- C. Quality of Impact Examples (20%)**
- D. Price (25%)** – The reasonableness of the proposed cost.

VI. PROPOSAL SUBMISSION

Technical and cost proposals are due no later than January 16, 2020 through CPB’s grants management system. To gain access, please email Fiona Macintyre at fmacintyre@cpb.org.

All questions concerning this RFP must be submitted in writing to Fiona Macintyre at the e-mail address above. The questions and CPB’s responses will be posted on CPB’s Website without attribution.

CPB may request Consultants with the top scores to present their proposals to CPB. If so, CPB will notify each of the time and date.

VII. TIMETABLE

Below is the anticipated timetable.

Activity	Date
Proposals Due	January 16, 2020
Proposal Selection	January 24, 2020
Contract Execution	February 1, 2020 (estimated)

VIII. CPB TERMS

Proposals submitted in response to this RFP must be valid for at least 90 days following the closing date of this RFP. CPB will not accept multiple or alternate proposals from any applicant (Applicant).

Applicant must identify any portions of its proposal that it considers confidential, proprietary commercial information or trade secrets. In addition, it must identify all subcontractors and advisors and include a description of their roles. Applicant is deemed to have accepted the terms in this RFP. Any exceptions to these terms must be clearly identified in Applicant’s proposal. CPB, at its sole discretion, may reject proposals that include exceptions.

As part of this RFP, CPB may share materials, data, and other information and analysis (collectively “Information”) with Applicant. As a condition of receiving such Information and without exception,

Applicant shall be deemed to agree to protect, preserve and maintain all such information on a strictly confidential basis, to promptly return to CPB upon its request all tangibles copies of such Information.

CPB is not responsible for loss or damage to any material that applicant provides to CPB in conjunction with this RFP. Upon submission, said information shall become CPB's property (not including any intellectual property rights contained in such submission), and CPB is not required to return the same to Applicant. Applicant is responsible for any violation of copyright, trademark, patent, trade secret, or other rights related to such material.

This RFP does not constitute an agreement by CPB to extend funding to any party. CPB may, in its sole discretion, elect not to pursue this project.

By submitting a proposal, Applicant grants to CPB the right to duplicate, use, disclose, and distribute the materials submitted to CPB for purposes of evaluation, review, and research. In addition, Applicant guarantees that it has final and complete rights to the information and materials included in its proposal. 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.

IX. CONDITIONS OF AGREEMENT

CPB is not responsible for any costs incurred by Applicant in preparing and submitting its proposal in response to this RFP, or in performing any other activities relative to this solicitation. If a proposal submitted to CPB in response to this RFP is selected for funding, Applicant must sign a binding agreement that meets with CPB's approval ("Agreement"). Until the Agreement is executed by Applicant and CPB, CPB makes no express or implied commitment to provide funding. Applicant is not authorized to commence work until the agreement is fully executed. If Applicant opts to commence work before signing the Agreement, it does so at its own risk.

As a condition of the Agreement, Applicant must guarantee that, among other things, any work it undertakes is not defamatory and will not violate or infringe upon the privacy rights, copyrights, or other proprietary rights of any third party. Applicant must also indemnify CPB against any loss resulting from a breach of any of the representations and warranties contained in the Agreement. The agreement will include a number of requirements, including but not limited to the following.

1. Applicant must demonstrate that it has adequate financial support to complete the work that has been contracted and to deliver reports and/or other intellectual property created pursuant to the Agreement;
2. Applicant must maintain, for three years after the completion of the project, a 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 or its representatives upon request;
3. Applicant must provide CPB with a copy of any U.S. Comptroller General audit report issued in connection with the project;

4. Applicant must comply with equal employment opportunity and nondiscrimination laws and policies;
5. 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;
6. CPB's primary source of funding is appropriations made by the U.S. Congress to CPB. Therefore, if CPB's appropriation is reduced and that reduction materially affects CPB's ability to meet its obligations under the Agreement, then CPB and Applicant, at CPB's discretion, agree to enter into good faith negotiations to modify the Agreement.
7. Applicant may not use any funds provided by CPB under the Agreement: (i) for any activity designed to influence legislation or appropriations pending before the United States Congress or any state legislature, or (ii) to conduct any reception or provide any other entertainment for any officer or employee of the Federal Government or any state or local government;
8. 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 Applicant will be required to assign all right, title and interest in and to such research and materials to CPB. Applicant further agrees that neither it, nor any of its 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 third party participating in the preparation of research or materials for this project; and
9. Applicant must indemnify and hold CPB harmless from and against all claims, damages, liabilities, costs and expenses (including legal fees) arising out of or related to the Agreement including: (i) any alleged or actual breach of any representation or warranty in the Agreement; (ii) any other default by Applicant of any term or provision of the Agreement, or (iii) Applicant's performance of the project.

X. EXPENSE GUIDELINES

Travel expenses incurred by non-CPB staff (including contractors) must be itemized on CPB's Non-Employee Expense Form. Expenses of \$25.00 or more must be supported by an original receipt. Expenses requiring CPB approval must evidence such approval. Reimbursement of travel expenses is subject to the following limitations:

A. Transportation

Only coach or economy class airfare, rail fare or bus fare will be reimbursed. Travelers must make every effort to plan travel and book transportation sufficiently in advance to realize cost savings, and must accept the lowest fare available

for the required itinerary.

Private automobile use will be reimbursed at the prevailing IRS rate, but not in excess of the lowest available airfare. Taxicab fare will be reimbursed to the extent reasonable and necessary. Rental car expense will be reimbursed only when the daily taxi fare would exceed the 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.

B. Lodging

CPB will reimburse consultants only 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 eligible for reimbursement.

C. Meals

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