



Corporation
for Public
Broadcasting

REQUEST FOR GRANT PROPOSALS

American Graduate Phase Three

RESPONSE DEADLINE:

August 30, 2017; 12:00 PM ET

I. BACKGROUND AND PURPOSE

The Bureau of Labor Statistics recently reported that there are 5.7 million open jobs in critical, high-demand fields due in large part to an imbalance between workers' skills and open jobs. National business organizations such as the Business Roundtable, National Association of Manufacturers, US Chamber of Commerce and JPMorgan Chase & Co. have noted that the United States is experiencing a workforce skills gap that is holding our economy back and threatening our economic future. This "skills gap" is the difference between the skills required on the job and the actual skills possessed by employees.

Additionally, one in six U.S. adults, nearly 36 million Americans, have low basic skills in areas such as literacy, numeracy and problem solving, all of which are necessary for long-term employment or advancement to higher wage levels, particularly in today's technology-rich environment.

Public media stations, locally owned and operated, are connected to America's communities. Through the CPB-led American Graduate initiative ("American Graduate"), stations worked with more than 1,700 partners to address the high school dropout rate and inspired over 9,000 American Graduate Champions (committed, caring adults helping to support our nation's youth). We are proud of our joint efforts in helping to raise the graduation rate to an unprecedented 83.2%.

Public media is uniquely positioned to build on its education mission to bring attention and commitment to the workforce challenge. Working with partners such as the Chambers of Commerce, Business Roundtable, National Association of Manufacturers, National Governors Association, and National Federation of Independent Businesses, in addition to national and local American Graduate partners, public media can provide the broadcast and digital megaphone showcasing the work already being done by local and national organizations.

As part of American Graduate phase three, stations will partner with business, education, and workforce related organizations ("Partners"); convene gatherings with Partners; create content about the state of the workforce; highlight career pathways; stories of job opportunities and skills required to meet local industry needs. Content will be aired on the station's local broadcast, digital and social media channels as well as through Partner distribution networks to reach the intended audience of youth and young adults in the age range of 16-24, returning veterans, and adults in career transition. PBS and national radio content will enhance the work done at the local level, as public media provides stories connecting job seekers from new high school graduates to veterans returning home to jobs.

The Corporation for Public Broadcasting (“CPB”) is requesting proposals to provide grant funds to geographically diverse public media stations (“Station”) to work in collaboration and be led by an American Graduate Lead Station (“Lead Station”). The grant term is anticipated to run Fall 2017 to Fall 2019. To be eligible to apply for funding, Stations must currently receive a CPB Community Service Grant and be in good standing.

II. PROJECT SCOPE

Selected Stations will be required to participate in the following ways to achieve intended initiative outcomes. Additionally, Stations will receive American Graduate branding resources, a Community Engagement Guidebook, and the American Graduate Fundraising Toolkit to assist them with this work.

PARTNERSHIPS AND COMMUNITY ENGAGEMENT

1. Understand local needs around workforce skills gaps and areas of greatest need in Station’s local community and key players or gaps in solutions. Stations are expected to reinforce understanding with data as appropriate.
2. Understand the pipelines from education to employment in local markets and how communities are educating and training individuals for 21st century jobs.
3. Create an editorial and engagement plan to connect job seekers to resources and job opportunities.
4. Expand upon Station’s established partnerships with a cross-section of organizations working in the career education and workforce development arena. Partners can include, but are not limited to:
 - a. Higher Education institutions – Community Colleges, 4-year colleges, graduate schools;
 - b. Secondary schools that are major feeder schools into higher education in local markets;
 - c. Chambers of Commerce;
 - d. Workforce Investment Boards;
 - e. Other business clubs and associations (Kiwanis, Rotary, Lions, etc....);
 - f. Local and State commerce and education officials, including the office of the Chief State School Officer;
 - g. Key industry or businesses leaders; and
 - h. Other non-profits with resources to help strengthen the education to employment pipeline to prepare individuals for employment and to assist current job seekers.
5. Convene Partners and local citizens (and/or join local meetings scheduled by Partners) in a series of on-going impactful engagement events, community discussions, thought-leader forums and/or other solutions-oriented activities around the pipeline from education to employment.

6. Review best practices in community engagement included in the Community Engagement Guidebook. Copies of the Community Engagement Guidebook will be provided to each successful applicant.
7. Participate in webinars and other training and communications opportunities convened by the Lead Station.
8. Confer with individuals and industry leaders in key employment sectors – which can include but are not limited to manufacturing, health, and/or information technology– to highlight the challenges and opportunities presented by the changing nature of work.

CONTENT AND PROMOTION

1. Produce local programming, news and public affairs coverage, and public service announcements to help the communities understand and strengthen the pipeline to education to employment.
2. Broadcast, on the Station’s main channel, all national content produced as part of American Graduate phase three and other aligned national content opportunities as they arise.
3. Create a digital content and social media strategy.
4. Promote local and national content through local Partner networks and their existing promotional channels.
5. Extend the American Graduate brand on-air and online and in all local engagement in all content, press and social media activities, print materials, etc.
6. Update existing local American Graduate websites or develop new American Graduate phase three websites using the PBS BENTO American Graduate template.

DATA TRACKING AND MEASUREMENT

1. In collaboration with Lead Station, Stations are expected to track data throughout the project using common baseline metrics, as well as local metrics and a logic model to measure impact. Stations will work with the Lead Station to finalize/confirm targeted outcomes and measurements across all content platforms. All metrics will be tracked using Data Tracker system and will include, but will not be limited to:
 - Awareness and understanding of current trends in local markets related to economic growth opportunities in the community, which can include high school graduation rates, post-secondary enrollment and completion rates, job placement rates, and areas of job growth and education and training required to fill those jobs.
 - Impact on Station operations and management.
 - Funders – quantity, list and fund amounts, funder satisfaction including renewals, impact of funding.
 - Content & Promotion – Production and Distribution (numbers, categories, titles, etc.).
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 - Events – (numbers, types, attendees, etc.).

- Partnerships
 - Numbers and types of Partners by sector
 - Number of community convenings and conversations
 - Impact on Partner organizations

DEVELOPMENT

1. Identify existing and prospective donors to target, based on previous American Graduate work (if applicable) and on organizations involved in career education and workforce development, as well as integrate into other fundraising efforts such as membership and local sponsorship efforts.

MANAGEMENT AND LEADERSHIP

1. Assign a designated senior project manager accountable for all project elements and who will lead a committed cross-station matrix team approach, and provide list of cross-organizational team members
2. Commit leadership of General Manager to engage in local meetings, national business and education leadership forums, public media system events, as well as CPB consultations and Board presentations as requested.
3. Design a plan to engage Station's Board of Directors.

III. TRAVEL REQUIREMENTS

1. General Manager and Project Manager will be required to travel to Washington, D.C. (or other city TBD) to attend one project meeting to be convened by the Lead Station.
2. General Manager and/or Project Manager must attend at least one key public media industry event per year of the grant term (e.g. PBS Annual Meeting, NETA), upon request of CPB or Managing Station.

IV. APPLICATION REQUIREMENTS

Applicants must separate their Technical and cost Proposals.

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

1. Needs Assessment

Applicants must describe the Station's service area, and identified needs of local employers and the local skills gap by including data and research, and describe how the station will address these issues.

2. Station Capacity and Commitment

Applicants must describe the Station's recent commitment to education and community engagement, and to career education and workforce development. Applicants must also demonstrate the Station's capacity to carry out this project. This may be done by listing Station staff who have previously conducted American Graduate, community engagement, measurement and data tracking, or other education work, providing biographies of key personnel who will be assigned to the

project, and describing how station leadership (executives, board members, etc.) will support this project.

3. Project Community Engagement and Partners

Describe current Partners in the career education and workforce development area, current initiatives taking place locally, and the Station's experience in working with these organizations and initiatives, if applicable. Provide indicators of community need. Describe Station's capacity and willingness to work collaboratively with a network of community Partners and describe recent partnerships of any kind that have adopted a collaborative approach, with multiple stakeholders contributing to the end goal. Include a description of how the partnerships formed, strengthened, and maintained over the course of the project. Identify lessons learned from the experience.

4. Content and Digital Engagement Plan

Applicants must provide a Content Plan, describing how the Station proposes to raise awareness locally of issues related to career education, workplace development and the skills gap. The Content Plan should include on-air and digital elements, and a description of how Station plans to promote local and national content.

5. Data Tracking and Measuring Impact

Indicate an understanding of the importance of measurement and evaluation in community engagement work, demonstrate willingness to share and use best practices through various communications channels established by the Lead Station, and contribute to data collection and measurement.

6. Development

Demonstrate prior success in identifying and securing active and prospective funders, including specific business, foundation and education partners to support sustainability efforts.

7. Budget

Applicants' cost proposals for the grant period must be submitted using the Budget Template, which includes a detailed line item Budget and Budget Narrative, in MS Excel format. The Budget Template is available under "RFP Other Documents" within this Request for Grant Proposals in CPB's electronic grants management system.

Budget categories may include direct costs, such as:

- Staffing descriptions (Pay, fringe and time allocations);
- Travel costs (destination, # of days, transportation, lodging, etc.)
- Production (CPB will not reimburse Stations for local air time)
- Community Engagement Activities/Events
- Education Resources

- Promotion
- Evaluation (Impact Measurement)
- Indirect Costs¹

V. APPLICATION SUBMISSION

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, no later than **Tuesday, August 22, 2017 at 12:00PM ET**. CPB will provide access to eligible applicants within two business days.

Submissions are due no later than **Wednesday, August 30, 2017 at 12:00 PM ET**. CPB will not consider applications submitted after this time.

All questions must be submitted in writing to Alisha Chanthinith, Project Manager, Education & Community Engagement, at achanthinith@cpb.org. CPB will post all responses without attribution.

A webinar regarding the request for grant proposals and application submission process will be held on **Tuesday, August 8, 2017 at 3:00PM ET**. You must register for the webinar prior to participating no later than **Monday, August 7th at 12:00PM ET**.

To register:

<https://cpbnet.webex.com/cpbnet/onstage/g.php?MTID=e2ff2d62c59aa5d3cc7f99a28bfac860b>

VI. SELECTION CRITERIA

CPB will evaluate applications based on the criteria below with the associated weight.

- Demonstrated understanding of the community need around career education and workforce skills development and the local skills gap (15%).
- Station's capacity to participate in collaborative efforts with Partner organizations on work that supports career education and workforce development and addresses the skills gap locally. Stations must include a list of established Partners that have agreed to work collaboratively on this effort (35%).
- Station's content and community engagement plan to address career education and workforce development as a continuation of the national American Graduate effort, including quality and experience of station personnel in this area, and Station leadership's commitment to the project (45%).
- Reasonableness of proposed budget costs (10%).

¹ A Station may include reasonable G&A/Indirect Costs which must be tied to actual expenses; however, the Stations must be able to substantiate that the G&A/Indirect Rate is based on actual indirect costs incurred in the prior fiscal year (i.e. it cannot be an arbitrary percentage applied to all projects as an estimate of indirect expenses). Alternatively, if the Station has a federally- approved indirect rate, then the Station may use this rate to recapture Indirect Costs with no substantiation needed beyond proof that the rate has been federally approved. CPB will not award non-federally approved Indirect Costs at a rate exceeding 15%.

APPLICATION TIMELINE

(Dates are approximate and may be revised at the discretion of CPB.)

ACTION ITEMS	DATES
Request for Grant Application Posted	July 31, 2017
RFP Webinar: http://bit.ly/2vehf8S	August 8, 2017 (3:00 PM – 4:00 PM ET)
Deadline to request access to CPB's Grants	August 22, 2017 (12:00 PM ET)
Submission Deadline	August 30, 2017 (12:00 PM ES)
Grantee Selection	October 20, 2017
Contract Term	November 2017 – October, 2019

VII. CPB BACKGROUND

CPB is a private, non-profit corporation authorized by Congress in 1967 to receive federal government appropriations and to use those funds to promote the growth and development of public broadcasting and public telecommunications services. CPB is not a government agency. CPB remains focused on facilitating a public media system that is valued by all Americans and reflects a diversity of ideas, content, talent and delivery. CPB's core values of collaboration, partnership, innovation, engagement and diversity guide its strategic approach to investments system-wide and are reflected in the goals of its business plan as digital, dialogue and diversity. CPB invests in approximately 1,400 local radio and television stations – their programs, services and other initiatives serve and engage the public. CPB funds diverse and innovative programming and other media content that is educational, informative and cultural.

VIII. CPB TERMS

Proposals submitted by a public media station (“Grantee”) shall be valid for at least 90 days following the closing date of this Request for Grant Proposals.

Proposals must provide a straightforward, concise description of how the Grantee intends to meet the requirements of this Request for Grant Proposals. Neither multiple nor alternate proposals will be accepted.

Grantees should clearly identify any portions of the proposal that they consider confidential, proprietary commercial information or trade secrets.

The selected Grantees shall be responsible for all services required by this Request for Grant Proposals. Subcontractors must be identified and a complete description of their role relative to the work must be included in the proposals.

By submitting a proposal in response to this Request for Grant Proposals, Grantees shall be deemed to have accepted the terms of this Request for Grant Proposals. Any exceptions to this Request for Grant Proposals must be clearly identified in the proposal. A proposal that takes exception to these terms may be rejected.

As part of the Request for Grant Proposals review process, CPB may share materials, data, other information and analyses (collectively, “Information”) with Grantees. As a condition of receiving such Information, Grantee responding to this Request for Grant Proposals 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 of or damage to material submitted with or in support of this Request for Grant Proposals. 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 Grantee. 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 Request for Grant Proposals.

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

If a proposal in response to this Request for Grant Proposals is selected for funding, Grantees 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. Grantees are not authorized to commence work until the agreement is fully executed. If Grantees 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, Grantees 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. Grantees must also agree to indemnify CPB against any loss resulting from breach of any of the guarantees contained in the agreement.

Grantees 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 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;
- 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. Grantees 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);

- 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;
- Submission to CPB of a copy of any U.S. Comptroller General final audit report in connection with the project;
- Compliance with equal employment opportunity and nondiscrimination laws and policies;
- Submission of documentation as to actual costs of the project (including but not limited to timesheets or other relatively contemporaneous record-keeping documents, consistent with the representation of those costs), and provide supporting detail demonstrating that all costs are reasonable, necessary and allocable to the requirements and objectives of the work undertaken;
- The agreement will be construed in accordance with the laws of the District of Columbia without regard to its conflict of law provisions; and
- Grantees, pursuant to a fully executed Agreement, will be required to acknowledge that the principal source of CPB's funds is appropriations made by the United States Congress to CPB. In the event reductions occur in the amount of such appropriations that materially affect CPB's ability to meet its obligations, then CPB and the Grantee, at CPB's option, will enter into good faith negotiations to modify the Agreement with respect to the total amount of CPB Funds to be provided pursuant to it and other terms, as may be necessary, to accommodate any resulting shortfall in CPB funds. During the period of such negotiations, CPB would not be required to make any payments pursuant to the Agreement. In the event that CPB concludes, in its discretion, that a renegotiated Agreement acceptable to CPB is unlikely to be reached, CPB may terminate its remaining payment obligations. Upon such termination, Grantee will be relieved of all of its remaining obligations to CPB, except for those relating to indemnification and audit rights provided to CPB.

Other material terms and provisions will be set forth in the documents provided to the Grantee 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 a Grantee in preparing and submitting a proposal, or in performing any other activities relative to this solicitation.