



# Request for Proposals (RFP) American Graduate Strategic Advisor

**December 2013**

**FILING DEADLINE: January 13, 2014**

## I. PROJECT OVERVIEW

CPB is requesting proposals from firms to provide strategic advice to CPB to advance and support CPB's American Graduate initiative. *American Graduate: Let's Make it Happen* ("American Graduate") is a multi-year public media initiative, supported by the Corporation for Public Broadcasting (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 the American Graduate initiative may be found at: <http://www.americangraduate.org>.

The advisor will be expected to provide strategic advice to CPB in order to assist CPB in planning and structuring the American Graduate initiative's ongoing response to the high school dropout crisis. CPB expects to retain the firm for a one year term, renewable on an annual basis for up to two (2) additional years, at CPB's discretion. While the contract for services will be on a fixed-fee basis, the project is expected to require up to forty (40) hours of work per month, with some months requiring more and some less effort.

## II. ABOUT CPB

The Corporation for Public Broadcasting (CPB) 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 501(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 1,300 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](http://www.cpb.org).

## III. SCOPE OF WORK

As requested by CPB, the advisor will provide CPB with strategic counsel on American Graduate, to assist CPB in planning and structuring its ongoing response to the high school dropout crisis, including the following or other similar advice:

- guidance in connecting public media stakeholders, including CPB and public media stations and producers, with other persons and organizations that are critical to making a long-term, sustainable impact on the high school dropout crisis;
- ongoing advice on implementation of the American Graduate local and national activities;
- assistance regarding public media’s ability to maximize its role and engagement in national efforts to decrease the dropout rate in the U.S., including assistance to capitalize on major events related to organizations, initiatives, pending research, and projects in the education, community service, and other applicable fields that are relevant to the American Graduate;
- advice to CPB related to projects under consideration for funding by determining those projects’ alignment with critical aspects of the dropout issue;
- communications guidance, including but not limited to acting as expert spokesperson for American Graduate, creating and delivering presentations and speeches on the dropout crisis and American Graduate for stakeholder groups within and outside public broadcasting, and creating and/or reviewing materials related to American Graduate, including, but not limited to briefing documents, analyses, research summaries, and fact sheets.

The advisor must also participate in monthly calls with CPB, the American Graduate Executive Producer, and select Station General Managers to discuss progress, issues, new opportunities, outcomes measurement, and other topics related to stations’ work and overall impact of American Graduate nationally.

The advisor must be available at the times requested by CPB to provide the requested services. The advisor will be paid a monthly retainer, and must submit monthly invoices detailing work performed. At CPB’s request the advisor must be available to meet with CPB at its office in order to provide the requested services, five times each contract year; however, CPB may require up to 10 meetings each contract year. In addition, CPB will occasionally require the advisor to travel to present or attend events related to American Graduate (such as station conferences and activities).

#### **IV. PROPOSAL COMPONENTS**

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

The Technical Proposal must include:

- A. Qualifications Narrative describing the assigned staff’s relevant expertise, experience, and abilities demonstrating their ability to complete the tasks in Sections I and III;
- B. Not more than three examples of the assigned staff’s experience within the past five years advising senior level public media or other industry leaders on complex projects involving multiple stakeholders with competing interests (“Leadership Examples”). These may be the same or different from the examples requested below.
- C. Not more than three examples of the assigned staff’s experience acting as advisor to a nationwide education or other similar projects within the past five years (“Impact Examples”). The examples must include a detailed description of the project’s objectives, the

tools used to determine the project's impact, the steps taken to increase the project's impact, and the methodology applied to determine the project's success.

The Cost Proposal must include a breakdown of the hours, assuming 40 hours per month, and 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 five trips per contract year. However, CPB may require as many as ten trips per contract year. Travel costs associated with travel to CPB's offices or to present or attend American Graduate conferences and activities will be reimbursed in accordance with CPB's travel policies attached as Exhibit A. 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 with the associated weight.

1. Demonstrated ability of firm's assigned staff to perform the tasks described in Sections I and III, including, but not limited to:
  - a. Relevant expertise;
  - b. Availability of the assigned staff to provide the services herein; and
  - c. The quality of the Leadership Examples. (40%)
2. The quality of the Impact Examples. (35%)
3. Cost Proposal – Breakdown of hours and rates for each assigned staff and the cost, if any, of travel to CPB's office, assuming five trips per contract year, for the initial one-year term and both renewal periods. (25%)

## **VI. SUBMISSION OF PROPOSALS**

**Responses to this RFP are due January 13, 2014, at 5:00 PM (ET).** The Technical Proposal must be submitted to Sarah Bean, Project Manager, Education, [sbean@cpb.org](mailto:sbean@cpb.org), and the Cost Proposals to Jackie Livesay, Vice President, Compliance, [jlivesay@cpb.org](mailto:jlivesay@cpb.org). Please include "American Graduate Advisor" in the subject line of all emails. All questions must be submitted in writing to Ms. Bean. The questions (without attribution) and CPB's responses will be posted on CPB's website.

Proposals may be in Microsoft Word, Excel or PDF format.

CPB may request the advisors with the top scores to meet with senior management at CPB's offices in Washington, D.C. If so, CPB will notify the selected advisors of the time and date.

## **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:
4. 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;
5. 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 advisors under the agreement shall also maintain such records for the period specified and under the same terms);
6. 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;
7. Submission to CPB of a copy of any U.S. Comptroller General final audit report in connection with the project;
8. Compliance with equal employment opportunity and nondiscrimination laws and policies;
9. 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
10. 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.

11. 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.
12. Other material terms and provisions will be set forth in the documents provided to the Offeror that successfully completes the selection process.
13. CPB will have complete rights to the reports created as deliverables for this project.
14. 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.

## **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.