



## CORPORATION FOR PUBLIC BROADCASTING

### REQUEST FOR PROPOSAL:

**Ready To Learn Community Collaboratives for Early Learning & Media**

**Deadline for response: Friday, July 8, 2016, 1:00 PM Eastern**

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#### I. RFP AT A GLANCE

The Corporation for Public Broadcasting (“CPB”), as part of the 2015-20 Ready To Learn initiative (“RTL”) intends to provide funds for up to seven public television stations to create Community Collaboratives for Early Learning and Media (“CC-ELM”), an innovative model of community engagement designed to extend the reach and impact of the RTL content in low-income communities. Each CC-ELM will consist of networks of partners in these communities that work together to give children ages two to eight (the “Target Audience”) a stronger foundation in early science and literacy learning.

The stations selected through this RFP will join an existing group of CC-ELM which began their work in December 2015. Projects will begin no earlier than October 1, 2016 and conclude no later than September 30, 2020 (contingent on annual federal appropriations for the RTL program). The first year of the contract will be a planning period, during which each station will conduct a partner needs assessment. This must be completed before training partners and implementing RTL content.

In order to be eligible to apply for funding, stations must currently receive a CPB Community Service Grant and be in good standing. Two of the seven awards will be made without consideration of the station’s location. The remaining five will be selected from the states below, which were identified by CPB in our RTL proposal to the U.S. Department of Education based on their geographic diversity and rates of child poverty.

- Indiana
- Iowa
- Missouri
- Nevada
- Oklahoma

Applicants must have engaged in the following activities in the last five years:

- implemented recent RTL content and models;
- provided services to low-income families;
- participated in early learning initiatives; and
- the station’s leadership and community partners’ commitment to those activities.

CPB requires that these stations send at least one representative to a meeting of CC-ELM in Baltimore, MD on Wednesday and Thursday, September 21<sup>st</sup> and 22<sup>nd</sup> (adjacent to the NETA Annual Meeting). CPB will reimburse the stations for their travel costs.

The CC-ELM are funded by the CPB-PBS RTL Content, Community, and Collaboration: Advancing Children's Learning Through Personalized Media Experiences grant, funded under the U.S. Department of Education RTL grant (No. U295A100025, CFDA No. 84.295A). The total amount of funds available for these seven stations, contingent on continued annual federal appropriations for the RTL program, is as follows: \$700,000 (FY17), \$700,000 (FY18), \$525,000 (FY19), and \$525,000 (FY20).

## **II. FILING DEADLINE**

Proposals are due via the CPB Grants Management System no later than **Friday, July 8 2016 at 1:00 PM ET**. See Section IX for submission instructions.

## **III. CPB BACKGROUND**

CPB is a private, nonprofit corporation created by Congress in 1967. The mission of CPB is to facilitate the development of, and ensure universal access to, non-commercial high-quality programming and telecommunications services. It does this in conjunction with non-commercial educational telecommunications licensees across America. CPB is the largest single source of funding for public television and radio programming, distributing funds via grants, investing in more than 400 local radio and 175 television stations. CPB grants fund activities that include; station operations, equipment, development and production of radio and television programming and overall public media support.

## **IV. PROJECT OBJECTIVES**

Over the four year term of the project, stations are expected to complete the following objectives:

1. Extend the reach and impact of CPB-PBS RTL 2015-20 content with high-touch, needs-based, community engagement strategies that can be developed locally and scaled nationally.
2. Train community partner staff on effective use of CPB-PBS RTL 2015-20 resources and build their capacity for successful engagement with the Target Audience and their families.
3. Leverage CPB-PBS RTL 2015-20 assets to encourage family participation in early learning, fostering opportunities for families to share their knowledge, skills, and culture.
4. Build on community-based engagement models to help parents develop a home learning environment.

5. Test and evaluate CPB-PBS RTL 2015-20 content, resources, and strategies to determine best practices and demonstrate impact of the initiative.
6. Strengthen community awareness of the importance of early science and literacy skill-building and the role families play in a child's learning.
7. Share experiences with the public media system as a whole, increasing all stations' capacities to serve the needs of children in their communities so that successful models can be adopted and scaled in other communities across the country.

## **V. YEAR 1 DELIVERABLES**

In the first year of the project, stations will be required to complete the following activities.

1. Project Plan – stations must include a needs assessment and shared logic model that identifies goals and develops a process for achieving outcomes in improving early science and literacy learning with their community partners.
2. Draft and Final Evaluation Plan – stations must include a process for measuring the impact of RTL activities on the Target Audience in alignment with the CPB-PBS national engagement measures.
3. Technology Assessment – stations must assess the technical capacity and equipment requirements of station's partners and project sites.
4. Awareness Building Plan – stations must develop a strategy and calendar of activities to raise awareness of the project.
5. RTL Content Activities – stations must use RTL 2015-20 content with the Target Audience, their families, and educators in informal and formal learning settings.
6. RTL Awareness Building Events – stations must hold at least two community events to raise awareness of the Project.
7. Monthly Narrative Reports – stations must provide CPB with monthly reports describing project activities, impact numbers, and any challenges to their plan.
8. Financial Reports – stations must provide CPB with a detailed financial report of the project expenses every two months.
9. Training and Meetings – stations must participate in trainings and meetings (virtual and in-person) conducted by CPB, PBS, the RTL research consortium, and other RTL stakeholders as requested.
10. Project Feedback – stations must respond to CPB and PBS's requests for RTL-related information.
11. Annual Project Report – at the end of the first year, stations must provide a comprehensive report on the station's accomplishments and project challenges.
12. 2017-18 Plan – at the end of the first year, stations must provide CPB with a draft plan of activities for their second year, including a workscope and budget, and incorporate any feedback from CPB into a final version.

## **VI. STATION BENEFITS**

Stations participating in the project will benefit by having:

1. informed access to new CPB-PBS RTL 2015-20 content;
2. enhanced awareness of educational media and its potential impact on the community;
3. increased station capacity for technology use and training in support of young children;
4. access to cutting edge educational tools and resources; and
5. an expanded ability to provide quality early learning experiences to their local community.

## **VII. PROPOSAL REQUIREMENTS**

Applicants must separate their Technical and Cost Proposals.

A. The Technical Proposal must include the following in the order specified.

### **1. Station Capacity and Commitment**

Applicants must describe the station's commitment to education and community engagement, especially among low-income families with children ages two to eight. This may be done by highlighting specific initiatives and projects, including outcomes, completed by the stations from 2011 to 2016.

Applicants must also demonstrate the station's capacity to conduct RTL work in local communities with both dedicated education and engagement staff as well as support from station leadership. This may be done by listing station staff who have previously conducted RTL or other early 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 RTL.

### **2. Project Community and Target Audience**

Applicants must describe the station's service area. Identify the low-income community (or communities) in which the station plans to conduct this RTL work and explain why the community or communities were selected. Provide indicators of community need via measures such as household income, census data, the presence of Title I schools or programs, the presence of Head Start programs, and number of free and reduced school lunches. What are the data points in these communities that indicate the low achievement of Pre-K and early elementary children in science and literacy?

3. Collaborative Engagement

Applicants must reflect stations' capacity and willingness to work collaboratively with a network of community partners to support early science and math learning for the Target Audience. Applicants must describe past partnerships that have adopted a collective impact (or similar) approach, with multiple stakeholders contributing to the end goal. How were partnerships formed, strengthened, and maintained over the course of the project? What lessons did the station learn from the experience(s)?

4. Evaluation

CPB and PBS will be working with members of the RTL research consortium (including EDC, SRI, UCLA CRESST, and Rockman et al) to establish project-wide engagement indicators and outcomes that will be measured at the national and local level. Applicants must describe stations' prior experience with conducting local evaluation work. If relevant, stations may also describe the capacity and experience of potential CC-ELM partners in local evaluation work.

- B. Applicants' costs proposals for the first year of the project (October 1, 2016 – September 30, 2017) must be submitted using the [Budget Template](#), which includes a detailed line-itemed Budget and Budget Narrative (MS Excel format).

Budgets categories may include:

- Staffing descriptions (pay, fringe, and time allocations)
- Travel plans (destination, # of days, transportation, lodging, etc.)
- Equipment (e.g. tablets, routers)
- Supplies
- Contractual (e.g. consultants, partner stipends)
- Explanation of other direct costs
- Indirect costs/rate (with NICRA, if applicable)

## VIII. SELECTION CRITERIA

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

- A. Quality and experience of key personnel in early learning media, as well as overall commitment of station leadership to the proposed project (25%)
- B. Demonstrated capacity of station and community organizations to participate in a collaborative effort that supports early learning in science and literacy through engagement of the Target Audience, their families, and their educators (25%)
- C. Project community needs (25%)
- D. Reasonableness of proposed budget costs (25%)

**IX. SUBMISSION OF PROPOSALS**

The deadline for submission is **1:00 P.M. ET, Friday, July 8, 2016**. Submissions received after the deadline will not be considered. Each proposal received will be acknowledged via email within one business day of receipt. Please include in the subject line of all email correspondence: "RTL CC-ELM."

Submit your Technical Proposal, in MS Word, to [EducationE-mail@cpb.org](mailto:EducationE-mail@cpb.org), and submit the Cost Proposal (using the Budget template) to Jackie Livesay, Assistant General Counsel & Vice President, Compliance at: [jlivesay@cpb.org](mailto:jlivesay@cpb.org).

All questions must be submitted in writing to Devon Elyse Steven, Director, Ready To Learn Community Engagement at: [dsteven@cpb.org](mailto:dsteven@cpb.org). Questions and CPB's responses will be posted to the CPB website without attribution.

**X. TIMELINE**

Action Items	Dates
RFP announced	Friday, June 3, 2016
Proposals due to CPB	1pm Eastern, Friday, July 8, 2016
Selections announced	September 2016

**XI. ADDITIONAL RESOURCES**

A. Reports on RTL Research and Best Practices  
Stations may also find the following resources useful for identifying best practices in RTL and serving the Target Audience as they prepare their proposals:

- CPB: <http://www.cpb.org/rtl/>
- PBS KIDS Lab: <http://www.pbskidslab.org/>
  - See especially - <http://pbskids.org/lab/research/>
- EDC: <http://cct.edc.org/rtl/>
- SRI: <http://ctl.sri.com/projects/displayProject.jsp?Nick=readylearn>

Stations should note that use of these resources in the formation of their proposals is not required, nor does use of these resources guarantee selection.

B. RTL Overview

In 2015, the Corporation for Public Broadcasting (CPB) and PBS were awarded a Ready To Learn grant from the U.S. Department of Education's Office of Innovation and Improvement. The five-year grant (contingent upon annual appropriation by the federal

government) will fund CPB and PBS' innovative science and literacy media initiative to support the learning needs of children in low-income communities.

CPB and PBS are working with experts in early learning to create new science and literacy-based programming, mobile apps and online games. The grant is funding new content for PBS KIDS series such as *The Cat in the Hat Knows a Lot About That!* and *Ready Jet Go!* PBS KIDS is also developing a variety of new media properties as part of this effort, focused on scientific inquiry and literacy. CPB and PBS are leveraging this content to develop personalized learning experiences for children and provide meaningful data to parents, caregivers and teachers.

CPB and PBS are working with producers to develop multiplatform content, including: Random House Children's Entertainment, WGBH and Wind Dancer Films. Key partners include the National Association for the Education of Young Children, the School of Education at Boston University, as well as national advisors from a wide range of organizations dedicated to supporting the early learning needs of children, families and educators.

A key piece of the grant will provide resources to PBS stations to establish community-based networks of strategic local and national partnerships devoted to early learning, focused on disadvantaged children and families. The first phase of this work began in Year 1 in 11 high-need communities in partnership with PBS stations: Austin, TX (KLRU); Boston, MA (WGBH); Cleveland, OH (WVIZ/PBS ideastream); Cookeville, TN (WCTE); Detroit, MI (Detroit Public Television); Jackson, MS (Mississippi Public Broadcasting); Lexington, KY (Kentucky Educational Television); Los Angeles, CA (PBS SoCaL); Pittsburgh, PA (WQED); Tacoma, WA (KBTC); and Tallahassee, FL (WFSU). Station partnerships include schools, public libraries, science centers, health clinics and housing agencies that serve high-need populations.

CPB is also working with the Education Development Center (EDC) and a consortium of research partners to implement a multi-year research plan. As part of the plan, independent researchers are evaluating the effectiveness of the innovative resources developed under the project, and their impact on supporting school readiness for children, families and communities.

## **XII. 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 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 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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