



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

**Education Sector Trends and Policy Consultant**

**I. OVERVIEW**

The Corporation for Public Broadcasting (CPB) seeks services from individuals or firms (“Consultant”) with expertise in federal and state education policy priorities, drivers in education policy considerations, promising programs and practices that achieve educational impact, and established subject matter knowledge on these topics. The Consultant will provide strategic advice, guidance, and research services to inform CPB’s response to an anticipated U.S. Department of Education (“ED”) Request for Proposals (“RFP”) for a new round of Ready To Learn (“RTL”) grants and for other CPB education priorities. The Consultant will:

- A. Conduct a landscape analysis of the education sector including current and future national and local educational needs; federal and state policy priorities and changes; and practices or programs that are demonstrating learning gains. The Consultant will analyze and synthesize findings in a report to CPB. The landscape analysis must be completed no later than November 30, 2024, requires approximately 60 hours of work, and the Consultant will be compensated on a fixed fee basis.
- B. Provide ongoing recommendations and planning support as CPB develops a proposal to the U.S. Department of Education. Consultant may also provide insights and guidance for CPB business plans or other education related funding projects. Although difficult to estimate, this portion of the project is expected to require on average between 20 and 40 hours per month. The Consultant will be compensated on an hourly basis.

As part of both A and B, the Consultant will identify the most pressing learning gaps, make recommendations on how public media can fill those gaps, and introduce strategic national and local partnership opportunities.

CPB expects to retain the Consultant for 16 months from August 2024 – November 2025. The agreement will be renewable for one additional three-month period, at CPB’s sole discretion, to provide CPB with any required follow-up or related work at

the hourly rates applicable during the initial term.

## **II. BACKGROUND INFORMATION**

Public media's education mission is deeply rooted in two major priorities: serving children and families and supporting learners and educators. These core priorities have earned public media high levels of public trust and helped sustain federal funding for more than 50 years. Education remains a cornerstone of public media's mission-driven service to the American public. CPB has consistently aimed to support this mission by making investments in public media's interdependent national-local system and prioritizing children's content, curriculum-aligned materials for educators, and community-responsive events and activities. These investments have prioritized services to low-income and under resourced communities.

Today, public media needs to respond to the shifting education landscape and create comprehensive and effective solutions to address challenges faced by learners and educators. Rapid technological advancements and learning losses exacerbated by the COVID-19 pandemic have created both challenges and opportunities. These challenges include student engagement and motivation, curriculum relevance and teacher professional development needs. The increased availability of digital learning tools and media-rich content provides an opportunity to address these challenges. Digital resources and media can cater to diverse learning styles, encouraging active participation and deeper understanding of subjects. Public media must consider new strategies and approaches to serve diverse learner and educator needs with content that is accessible and relevant and fills important education gaps.

A key component of CPB's education work is Ready To Learn (RTL), a competitive grant program funded by Congress and administered by the U.S. Department of Education. RTL supports school readiness and early school success for all children, especially those in low-income families. CPB and PBS have jointly submitted a proposal to and received funding from the US Department of Education for each five-year RTL project beginning in 2005. Current project funding supports the creation of evidence-based content (videos, games, podcasts) distributed on multiple platforms and family workshops led by local stations and partners. Local stations work with community partners like libraries and housing authorities to target materials to young children and families in low-income communities.

In the fall of 2024, CPB and PBS will initiate planning for the next five-year Ready To Learn competitive solicitation which is expected to be released in the spring 2025. The Consultant will provide ongoing counsel and recommendations to CPB throughout this planning and application process.

## **III. FILING DEADLINE**

Proposals are due via the CPB Grants Management System no later than **August 12, 2024, at 5:00 PM ET**. See Section IX for submission instructions.

**IV. 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.

**V. PROJECT OBJECTIVES**

Over the 16-month project term, the Consultant is expected to fulfill the following objectives:

- A. Participate in regular virtual meetings with CPB.
- B. May be required to participate in 2 – 3 in person meetings at CPB Offices in Washington, DC.
- C. Conduct a landscape analysis of the education sector including current and future national and local educational needs; federal and state policy priorities and changes; and practices or programs that are demonstrating learning gains.
- D. Offer ongoing advice and guidance.

**VI. DELIVERABLES**

The Consultant will be required to prepare and submit the following deliverables:

- A. Brief report summarizing findings from the landscape analysis.
- B. Brief monthly activity reports accompanied by monthly invoices using provided templates.

**VII. PROPOSAL REQUIREMENTS**

Applicants must separate their technical and cost proposals.

- A. Technical proposals should not exceed eight pages (not including the cover sheet or any appendices) and must include the following, in the order specified:
  - 1. A cover sheet with complete contact information for the technical and contractual points of contact, along with the applicant’s mailing and payment addresses.
  - 2. Organizational capacity to conduct the proposed work, relevant qualifications, and relevant expertise of proposed staff. Applicants can append examples of similar work to demonstrate these qualifications and expertise.

3. Major tasks with brief descriptions, (including the landscape analysis and recommendations and planning support for the RTL proposal) and the estimated number of hours required for each key personnel with their names and titles.
  4. Contact information for two references for whom the applicant has completed similar work.
- B. Applicant's cost proposals must include the following elements and the basis of each cost listed in the budget.
1. Using the breakdown of major tasks and estimated hours of staff time provided in Consultant's technical proposal, identify the hourly rates for the key personnel, their total costs and the total cost of providing services requested. Indicate whether staff are employees or contractors.
  2. Anticipated travel costs.
  3. The cost, if any, of other expenses related to fulfilling this work's requirements.
- C. No bonding or insurance is required for applicant to respond to this RFP.

**VIII. SELECTION CRITERIA**

CPB will evaluate proposals based on the criteria below with the associated weights:

- A. Demonstrated organizational and staff capacity to successfully conduct the project (40%)
- B. Quality of the proposed approach and scope, including its feasibility and completeness (35%)
- C. Reasonableness of proposed budget (25%).

CPB may conduct interviews with the top-scoring proposals. CPB reserves the right to negotiate any or all RFP terms and conditions, and to cancel, amend or resubmit this RFP in part or in its entirety at any time. Statements known to be, or subsequently found to be, inaccurate or misleading may disqualify the applicant from further participation in the evaluation process.

All selections are made at CPB's sole discretion.

**IX. SUBMISSION OF PROPOSALS**

To gain access to the CPB's grants management system, please send an email request to Claire English (cenglish@cpb.org) no later than August 5, 2024, at 5:00 PM ET. CPB will provide access within two business days.

Applications are due no later than August 12, 2024, at 5:00 pm ET. All questions regarding this RFP must be submitted in writing to Claire English at the email address listed above. CPB will post all questions (without attribution) and responses on CPB's website. The deadline for submitting questions is Monday, August 5, 2024. Please include Education Consultant RFP in the subject line of all emails. CPB anticipates the Consultant will be selected in August 2024.

Deadline to request access to Grants Management System	Monday, August 5, 2024
Deadline to submit questions	Monday, August 5, 2024
Proposal submissions due in Grants Management System	Monday, August 12, 2024, 5:00 pm ET
Proposal selection	August 2024

**X. ADDITIONAL INFORMATION**

Since 2005, CPB and PBS have been awarded three consecutive RTL grants from the U.S. Department of Education, the most recent was awarded in 2020. This grant is a five-year project (contingent upon annual continuation of the grant award by the federal government) and aims to improve school readiness and early school success by connecting children’s media and learning environments to build key skills for success.

The project involves developing new content that helps young children build vital skills for success in school and life (including functional literacy, critical thinking, and collaboration) and shows them career options in age-appropriate ways. It also helps parents, caregivers, and communities support children’s learning and growth.

With input from experts in early learning, leading children’s media producers create new PBS KIDS multiplatform content for the project, including [Work it Out Wombats!](#), [Lyla in the Loop](#), [What Can You Become](#), and [Jamming on the Job](#). Children, families, and educators will have free access to an extensive new library of television episodes, short-form videos, podcasts, and related educational materials created through the RTL grants to support the development of key skills for success.

To ensure that RTL’s content and resources reach every community, local PBS stations are working with schools, public libraries, museums, businesses, local chambers of commerce and other stakeholders, as part of a national network of Learning Neighborhoods devoted to supporting the early learning needs of children in low-income households. Critical national partners include the National Association for the Education of Young Children (“NAEYC”), Parents As Teachers, and the U.S. Chamber of Commerce Foundation. Some Learning Neighborhood stations participate in the RTL State Project.

RTL’s current research partners at the Education Development Center are leading research efforts to assess the success of this five-year initiative, with an emphasis on the new content’s ability to build key skills and inspire children to explore the “world of work.” Project research will also provide new insights into the ways in which newer media, intergenerational learning, and accessibility options can support children’s learning. Data analytics are advancing the understanding of how games can influence learning gains, and formative studies will drive informed content creation.

Applicants may find additional information on the following websites:

<https://www.pbslearningmedia.org/readytolearn/>

<http://cct.edc.org/rtl/>

## **XI. CPB Terms**

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. Proposals submitted in response to this RFP by a person or organization (“**Applicant**”) shall be valid for at least ninety days following the proposal submission deadline.

- A. **Multiple Proposals.** Neither multiple nor alternative proposals will be accepted.
- B. **Confidential Information.** Applicant should clearly identify any portion of its proposal that it considers confidential, proprietary commercial information, or trade secrets.
- C. **Subcontractors.** The selected Applicant shall be responsible for all services required by this RFP. Applicant must identify all subcontractors and advisors and include a description of their roles.
- D. **Exceptions.** If Applicant is selected for funding, it is deemed to have accepted the terms in this RFP. Any exceptions to these terms must be clearly identified in their proposals. CPB, at its sole discretion, may reject proposals that include exceptions.
- E. **CPB Information.** If CPB shares any materials, data, other information, or analyses (collectively “**CPB Information**”) with Applicant, Applicant 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 the same in Applicant’s possession and destroy/delete any electronic copies (except for backups made in the ordinary course of business which may be destroyed/deleted/overwritten in the ordinary course of business but which will be treated as confidential while in the Applicant’s possession, custody or control).
- F. **Proposals.** By submitting a proposal, Applicant 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, Applicant guarantees that it has full and complete rights to the materials and that the materials are not defamatory, nor do they infringe upon or violate the privacy rights, copyrights, or other proprietary rights of any third party. Applicant is responsible for any violation of a copyright, trademark, patent, trade secret or other rights related to the materials.
- G. **Limitation of Liability.** CPB has prepared this RFP in good faith. To the extent that CPB is permitted by law, CPB excludes any liability (whether in contract, negligence or otherwise) for any incorrect or misleading information contained in this RFP.
- H. **Miscellaneous.** CPB is not responsible for any loss or damage to material that Applicant provides to CPB in conjunction with this RFP. Upon submission, Applicant’s proposal shall become CPB’s property, excluding any intellectual property rights therein, and CPB is not required to return the same. CPB is not responsible for any violation of copyright,

trademark, patent, trade secret, or other rights that may result from disclosure made in response to this RFP.

- I. **Costs.** CPB will not be responsible for the costs of preparing and submitting proposals or any other activities related to this RFP.

## **XII. Conditions of Agreement**

If a proposal is selected for funding, Applicant must sign a binding agreement that meets with CPB's approval ("**Agreement**"). Until the Agreement is executed by both parties, no express or implied commitment has been made to provide funding. Applicant is not authorized to commence work until the Agreement is fully executed, nor will CPB compensate it for the same. If Applicant opts to commence work, it does so at its own risk. No oral or written statement other than the signed, written agreement will govern or modify the relationship.

Applicant must guarantee that, among other things, that any work it undertakes related to this RFP 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 agree to indemnify CPB against any loss resulting from breach of any of the representations and warranties in the Agreement.

The Agreement will contain additional requirements which include but are not limited to:

- A. **Applicant's Financial Position.** Applicant must demonstrate that it has adequate financial support, financial controls, and other resources required to complete the work and to deliver reports and/or other intellectual property set forth in the Agreement.
- B. **Record Keeping.** Except for the work that Applicant completes pursuant to a fixed price fee structure, Applicant must provide CPB with documentation that evidence the actual costs of the project (including timesheets or other relatively contemporaneous record-keeping documents) and supporting documentation that demonstrates that all costs were reasonable, necessary and incurred for the project.

Applicant must maintain, for three years following the end of the Agreement, all subcontracts and other agreements, licenses, clearances and other documents related to the project, copies of which it shall make available to CPB, to the U.S. Comptroller General, and their representatives, upon request, for examination and audit purposes. Applicants must also ensure that any subcontractors or consultants engaged for the project maintain such records for the same period under the same terms.

- C. **U.S. Comptroller Audits.** Applicant must promptly provide CPB with a copy of any U.S. Comptroller General audit report issued in connection with the project.
- D. **Rights.** Applicants must grant to CPB an irrevocable, perpetual, worldwide, royalty-free, nonexclusive license, to use the project, including the individual components described in the Agreement in any manner and for any purpose, including all reports.

Applicant further agrees that it will secure any copyrights other intellectual property rights 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 the same.

- E. **Lobbying.** Applicant is strictly prohibited from using any funds provided by CPB:
  - 1. for any activity designed to influence legislation or appropriations pending before the United States Congress or any state legislature; and
  - 2. to conduct any reception or provide any other entertainment for any officer or employee of the federal government or any state or local government.
- F. **Equal Employment Laws.** Applicant must comply with all applicable equal employment opportunity and nondiscrimination laws and policies.
- G. **Governing Law.** 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.
- H. **Funding.** CPB's funding in the Agreement is conditioned on and subject to CPB's continued award and receipt of Ready To Learn funds from the U.S. Department of Education to support the project.