

**ADULT EDUCATION BLOCK GRANT
DESERT REGIONAL CONSORTIUM**

June 20, 2016

**REQUEST FOR PROPOSAL
STRATEGIC PLANNING CONSULTANT**

Proposals will be received until

MONDAY, JULY 25TH

2:00 p.m. PST

Return Proposal To:

Guillermo E. Mendoza, Program Manager

College of the Desert, Fiscal Services

43-500 Monterey Avenue

Palm Desert, California 92260

Telephone (760) 567-6207

Email: gemendozajr@aol.com

REQUEST FOR PROPOSAL

I. General Information

Project Objective: To develop a 3-year strategic plan to provide adult education services, in compliance with the Adult Education Block Grant guidelines, for the Coachella Valley.

Issuing organization: Desert Regional Consortium (DRC)
c/o College of the Desert, Fiscal Services
43-500 Monterey Avenue
Palm Desert, CA 92260

RFP Issued:	June 20, 2016
Questions must be received by:	5:00 p.m., PST, July 11, 2016
Responses to Questions:	5:00 p.m., PST, July 14, 2016
Due Date for Proposals:	2:00 p.m., PST, July 25, 2016

Please deliver the proposal documents in a sealed envelope addressed to: Desert Community College District, Fiscal Services, 43-500 Monterey Avenue, Palm Desert, CA 92260. Please indicate **“AEBG RFP Response Enclosed”** on the lower left corner of the envelope. The Proposal must be received **on or before 2:00 p.m. PDT on Monday, July 25, 2016**. Postmarking alone prior to this time is not sufficient. Faxed proposals or proposals sent via electronic mail will not be accepted in lieu of a hard copy. Failure to meet the deadline will result in disqualification of the proposal without review.

The policy of the DRC is to solicit proposals with an honest intention to award a contract. This policy will not affect the right of DRC to reject any or all proposals.

All prospective person/persons interested in submitting a response to this RFP are encouraged, but not required, to submit by close of business June 24, 2016, an email notification to gemendozajr@aol.com indicating their intent to respond.

Contact for Further Information: Guillermo E. Mendoza, Program Manager
gemendozajr@aol.com
Phone: 760.567.6207

II. Summary

The Desert Regional Consortium (DRC) is seeking consultant services for the development of a three-year strategic plan based on the needs of providing education and training to the adult population of the Coachella Valley pursuant to the Adult Education Block Grant parameters, an evaluation of existing services, and consideration of new services.

III. Background

The Desert Regional Consortium is comprised of five members; College of the Desert, Coachella Valley Unified School District, Desert Sands Unified School District, Palm Springs Unified School District, and Riverside County Office of Education. The DRC was formed in response to Assembly Bill 86 and now AB104 whose purpose is to increase access to adult education in the state of California.

In March of 2015, the Desert Regional Consortium submitted its regional AB 86 Plan with focus on Desert Consortium Priorities and Actionable Components that were meant to inform an ultimate implementation plan. Priorities included ESL/Citizenship, Adult Basic/Secondary Education, and Short-Term Career Technical Education. Components included instruction, counseling, professional development, communications and measurement. Additionally, per the Certificate of Eligibility (COE), the plan focused on defined gaps and needs as well as seamless transitions, accelerating student progress, and leveraging available and evolving resources.

The DRC Plan covers eastern Riverside County. The geographic area encompasses the western boundaries of Palm Springs and Desert Hot Springs going eastward to North Shore and south to Desert Shores.

As the consortium's mission and vision continue to adapt to evolving scope, guidelines and measurements outlined in Assembly Bill 104 and the Adult Education Block Grant, the core mission and vision of the Regional Plan remains the same, "improving and expanding educational [and workforce] opportunities for all adults".

As per AB104 guidelines, the DRC intends to concentrate on Adults (18 Years and older) in the following seven areas:

- Programs in elementary and secondary basic skills, including programs leading to a high school diploma or high school equivalency certificate.
- Programs for immigrants eligible for educational services in citizenship, English as a second language, and workforce preparation.
- Programs for adults, including, but not limited to, older adults, that are primarily related to entry or reentry into the workforce.
- Programs for adults, including, but not limited to, older adults, that are primarily designed to develop knowledge and skills to assist elementary and secondary school children to succeed academically in school.
- Programs for adults with disabilities.
- Programs in career technical education that are short term in nature and have high employment potential.
- Programs offering pre-apprenticeship training activities conducted in coordination with one or more apprenticeship programs approved by the Division of Apprenticeship Standards for the occupation and geographic area.

IV. Scope of Work

The DRC Board is seeking a consultant to lead the board and staff through the process of developing a three-year strategic plan. The plan will articulate DRC's vision/ mission and include the goals, objectives and actions steps that will guide the organization for the next 3 years. It will include, but is not limited to:

Potential Student mapping & metrics – Develop an online potential student tool that would allow the consortium to examine the number of adult education potential students, who fit a given profile by zip code. This would include the creation of five to seven adult education segment (basic skills, courses & classes for immigrants, CTE, etc.) zip code maps.

Labor Market research and employer survey for adult education – Provide a labor market analysis specific to the adult education workforce and provide input from regional employers on their needs and expectations for career pathways that are accessible to adult education students and graduate. This would include identifying key occupational and industry employment opportunities and pathways by current and potential adult education offerings.

Develop employment & occupational metrics for adult education – Create employment and occupational priorities and pathways for the adult education programs within the consortium, and completed by zip code where data is available. This would include identifying key occupational and industry employment by current and potential adult education offerings.

Complete current adult education student needs assessment - This would identify and develop a comprehensive catalog of all adult education offerings in the Consortium and current usage by adult education students. Ultimately, this assessment will identify what we know about current students, what data is available about current students and provide recommendations on how to best integrate it while considering all privacy and legal requirements.

Focus Groups with Business Leaders – This phase would include two 80 to 90-minute focus groups, each with a group of 8 to 10 business leaders. Develop a discussion guide, create and implement a recruiting plan, provide audio and video taping of the groups, facilitate the focus groups, and develop a report of findings after the focus groups have been completed.

Resident Survey – This survey would provide a representative and statistically reliable measure of adults within the desert region. This survey could evaluate resident's previous, current and potential needs for adult education as well as their interest and support in different programs, services and facilities.

Planning Session – This component would involve bringing together identified and mandated partners to provide input for collaboration and participation for the development and implementation of the strategic plan for the region.

The consultant will work with a Planning Committee, made up of the DRC leadership team, and the Project Manager, on the details of the strategic planning process, schedule of activities, and selection of background information.

V. Deliverables

A final 3-year strategic plan document must include the following in detail:

- Existing Services for Adults
- Gaps in Services for Adults
- Structure for working collaboratively as a consortium and with our partners to deliver services
- Operational Plan for each of the 3 years with timelines, responsible parties, measurable objectives, and outcomes

VI. Timetable

RFP issued June 20, 2016 (no later than 5:00 p.m. PST)

Questions from consultants due June 24, 2016 (no later than 5:00 p.m. PST).

Responses to questions sent June 30, 2016 (no later than 5:00 p.m. PST)

Proposal due July 25, 2016 (no later than 5:00 p.m. PST)

Reach award decision August 19, 2016

Planning activities August 22-31, 2016

Execution of activities September through December, 2016

Plan draft completed January 31, 2017

VII. Selection Process

The Strategic Plan Committee will review all proposals. In evaluating proposals, price will not be the sole factor. The Committee may consider any factors it deems necessary and proper, including but not limited to: price, quality of service, response to this request, experience, staffing, and general reputation. The final decision rests with DRC Board.

VIII. Information Required of Respondents

In responding to this RFP please use the following format:

Response to RFP should be no more than 5 pages in length, plus attachments.

Section 1. Summary of the Proposal

Provide a brief summary of Sections 2 through 6 (following) of the proposal.

Section 2. General Description of the Planning Activities Recommended

Provide a brief statement of your understanding of the requested effort including the conclusions and deliverables.

Section 3. Work Plan

Provide information about proposed activities that would involve key stakeholders such as the DRC, Board, staff, community, partners, employers, and students. Also provide a timetable for completing the process within the timeframe in Part VI.

Section 4. Staffing Plan, Including Resumes

Please identify each person who will work on the project and identify his or her role. Also provide a resume and references for each member.

Section 5. References

Please supply the names of three references for which you have worked on similar projects. Include the current contact information for each reference.

IX. Proposal Submission

Proposals should be prepared in a straightforward manner to satisfy the requirements of the RFP. Emphasis should be on completeness and clarity of content.

Questions concerning this RFP shall be emailed to Guillermo E. Mendoza, Project Manager, at gemendozajr@aol.com by 5 p.m. (PST) June 24, 2016. Responses to questions will be emailed no later than 5 p.m. (PST) June 30, 2016.

Address the Proposal to Guillermo E. Mendoza, Project Manager, at gemendozajr@aol.com
Subject line: Strategic Planning Proposal

Deadline for Receipt of Proposal: No later than 5 p.m. (PST), July 25, 2016

DRC will reach a decision on awarding the contract no later than August 19, 2016.

X. Additional information

Consultants may provide any additional information it feels would assist DRC in the selection process.

XI. Proposal Review and Assessment

The Strategic Plan Committee will evaluate proposals and the highest-ranking. Proposer may be asked to make formal presentations to DRC.

Consultants will be evaluated on the following criteria. These criteria will be the basis for review of the written proposals and interview session.

The rating scale shall be from 1 to 5, with 1 being a poor rating

**PROPOSAL EVALUATION
WEIGHTING
FACTOR**

QUALIFICATION

STANDARD

2.0

Scope of Proposal

- a) Does the proposal show an understanding of the project objective and results that are desired from the project?
- b) Is the methodology proposed appropriate to complete the required deliverables?

2.0

Assigned Personnel

- a) Do the persons who will be working on the project have the necessary skills?
- b) Are sufficient people of the requisite skills assigned to the project?

1.0

Availability

- a) Can the work be completed in the necessary time?
- b) Can the target start and completion dates be met?
- c) Are other qualified personnel available to assist in meeting the project schedule if required?
- d) Is the project team available to attend meetings as required by the Scope of Work?

1.0

Understanding of Industry and Participants needs

- a) Does the project team understand participant and industry needs?
- b) Does the project team understand the AEBG legislation and requirements?

2.0

Cost and Work Hours

- a) Do the proposed cost and work hours compare favorably with the committee's estimate?

2.0

Firm Capability

- b) Are the work hours presented reasonable for the effort required in each project task or phase?
- c) Does the firm have the ability to meet deadlines and operate within budget?

- a) Does the consultant have the support capabilities required?
- b) Does the consultant have previous relevant and positive experience in jobs of this type and scope and success in planning?
- c) Does the firm have prior experience in working with similar organization?

REFERENCE EVALUATION (Top Ranked Proposer)

The Selection Committee or its representative will check references using the following criteria. The evaluation rankings will be labeled Satisfactory/Unsatisfactory.

STANDARD

QUALIFICATION

Overall Performance

Would you hire this Proposer again?
Did they show the skills required by this project?

Timetable

- a) Was the original Scope of Work completed within the specified time?
- b) Were interim deadlines met in a timely manner?

Completeness

- a) Was the Proposer responsive to client needs; did the Proposer anticipate problems?
- b) Were problems solved quickly and effectively?

Budget

Was the original Scope of Work completed within the project budget?

- Rights of the DRC - The DRC retains the sole right to consider and select the provider that best suits its needs. Issuance of this RFP and receipt of Proposals does not commit the DRC to award a contract. The DRC expressly reserves the right to postpone the Proposal opening date for its own convenience, to accept or reject any or all Proposals received in response to this RFP, to negotiate with more than one proposer concurrently, or to cancel all or part of this RFP.
- Right to Negotiate and/or Reject Proposals - The DRC reserves the right to negotiate any price or provision, accept any part or all of any proposals, waive any irregularities, and to reject any and all, or parts of any and all proposals, whenever, in the sole opinion of the DRC, such action shall serve its best interests and those of the tax-paying public. Proposers are encouraged to submit their best prices in their proposals, and the DRC intends to negotiate only with the Proposer(s) whose proposal most closely meets the DRC's requirements at the lowest estimated cost. The Contract, if any is awarded, will go to the Proposer whose proposal best meets the DRC's requirements.
- Initiation of Service – This contract is expected, but not guaranteed, to be awarded by the DRC on or about August 19, 2016. The successful Proposer will be expected to proceed according to the timeframe as specified in the RFP.
- Board Approval of Proposal and Agreement - In accordance with Education Code Section 81655, an Agreement is not valid and does not constitute an enforceable obligation against the District unless and until approved or ratified by a Motion of the Governing Board, duly passed and adopted.