



ACCENTURE WORKFORCE AND ECONOMIC DEVELOPMENT INITIATIVE REQUEST FOR PROPOSALS

The Accenture Workforce and Economic Development Initiative is managed by the American Association of Community Colleges (AACC) with funding from Accenture LLP (Accenture) to:

- 1) Identify and engage with three AACC member community colleges to involve in the Accenture Skills to Succeed Academy (S2S) effort;
- 2) Test the S2S model and with the findings, promote the effectiveness of the S2S Academy to the wider AACC membership through multiple methods and channels.

AACC intends to work with three (3) community colleges for nine (9) months (December, 2018 - August, 2019) to provide testing and college feedback on the Accenture Skills to Succeed Academy, a free online tool that uses short, interactive videos to prepare jobseekers for career choices, job finding, and workplace success. AACC and Accenture will hold three (3) preview webinars of the S2S Academy in the month of October 2018 so that interested applicants may familiarize themselves with the material.

So that the pilot is tested in a variety of geographic settings, AACC is seeking colleges in the Southeast, Southwest, and West. Furthermore, so that the pilot is tested in a variety of institutional settings, AACC is specifically targeting colleges with the goal that the three following criteria are represented:

- a) Urban and part of a larger community college system
- b) Urban and independent (not part of a system)
- c) Rural

Each of these sites will identify their unique labor market needs and target student populations. Given AACC's workforce and economic development efforts with over 1,100 community colleges, industry associations and affiliated industry partners, AACC will coach each site through monthly calls, and provide customized technical support for each college. AACC and Accenture will convene the three (3) sites at an early stage meeting to be held in conjunction with AACC's annual Workforce Development Institute 2019 (January 30, 2019 - February 2, 2019 in San Diego, CA).

The technical assistance provided by AACC and Accenture will focus on both technical implementation of the Academy materials as well as a continuous feedback loop from the testing. AACC will capture the findings from the colleges as they test the tool with their various target audiences. In doing so, the colleges will be asked to contribute insight on any supplementary tools needed for successful implementation of the Academy. These may be tools already in use at the colleges, tools that were developed to support implementation, and/or

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tools that need development in order to support implementation. In addition, Accenture may have tools developed external to the pilot that can be made available to the cohort colleges. This research and potential design component is critical to ensure that the usage can be scaled at the pace and quality that Accenture and AACC seek on behalf of the wider college membership and that will be captured in an AACC white paper at the conclusion of the pilot. Additionally, while reporting throughout this pilot (December 2018-August 2019) will be conducted with AACC collecting data from the colleges and reporting to Accenture, **the three selected community colleges will be required to provide usage reporting and documented success stories directly to Accenture in the subsequent two years following the conclusion of the pilot.**

REQUEST FOR PROPOSAL INSTRUCTIONS

<p>ELIGIBLE INSTITUTIONS</p>	<p>Applications are invited from only the following entities. Applications from organizations that do not fall into these categories will not be reviewed.</p> <ol style="list-style-type: none"> 1. Applicants must be current AACC member community colleges. If you are unsure if your community college is currently an AACC member, please go to the AACC’s community college finder page at https://www.aacc.nche.edu/college-finder/ <p style="text-align: center;">AND</p> <ol style="list-style-type: none"> 2. Applicants must be located in one of the following regions: <ol style="list-style-type: none"> a) Southeast (AL, AR, DE, FL, GA, KY, LA, MD, MS, NC, SC, TN, VA, WV) b) Southwest (AZ, NM, OK, TX) c) West (CA, CO, ID, MT, NV, OR, UT, WA, WY) <p style="text-align: center;">AND</p> <ol style="list-style-type: none"> 3) Applicants must meet one or more of the following criteria: <ol style="list-style-type: none"> a) urban and part of a larger community college system b) urban and independent (not part of a system) c) rural 4) Each college must agree to include enough students to reach an overall aggregated total of at least 1,000 students (per college over 3 years) who complete at least one module <p>If you have any questions about these requirements, please contact John Dyer at jdyer@aacc.nche.edu.</p>
<p>SUBMISSION DEADLINE AND FORMAT</p>	<p>Applications should be submitted electronically in one e-mail to John Dyer at jdyer@aacc.nche.edu by October 31, 2018 by noon ET.</p> <p>The subject line of your e-mail should be: AACC_S2S_{INSERT YOUR COLLEGE NAME HERE}</p>

	Applicants will submit their responses to the RFP in a 100 point-valued application. Ten pages maximum on 8.5"x11" paper in single-spaced Calibri font 12-point.
REQUIRED RESPONSE ELEMENTS	<ul style="list-style-type: none"> • Section 1. President or CEO Support Letter (10 Points) • Section 2. Internal staff and technology capacity to roll out, monitor, and provide feedback on the program (25 Points) • Section 3. Existing or previous attempts to streamline and/or automate workforce development tools (25 Points) • Section 4. Target markets (25 Points) • Section 5. Budget and Budget Narrative (15 points) <p>Note: Incomplete applications will not be reviewed.</p>
REVIEW CRITERIA AND BENEFITS	<p>AACC and Accenture will review all applications and score them on a 100 point scale. At least three reviewers will score every application. The finalists will be selected based on scores in the outlined categories, geographic and demographic diversity, and in conjunction with the funder’s approval.</p> <p>All colleges will receive notification (selected and non-selected) by November 16, 2018.</p> <p>Selected sites will receive:</p> <ul style="list-style-type: none"> • Regular technical assistance from AACC and Accenture on tool implementation, supplementary tool development and/or utilization, success and challenges, and lessons learned. This technical assistance will be conducted through group phone calls, individual regular touch-points with each college engaged, and an early stage in-person convening of the colleges (January 30, 2019 - February 2, 2019 in San Diego, CA). • \$13,000 for initiative support. Funds may be used for personnel time, travel expenses in conjunction with the WDI 2019 convening, and limited indirect costs, however, the majority of the funds should be used for testing of the Academy model. This will be reviewed during the budget and narrative review.

SECTION 1. PRESIDENT OR CEO COVER LETTER (10 POINTS)

Applicant must provide a cover letter stating the president or CEO’s support for the college engaging in this initiative with a statement of the leader’s commitment to engage with this initiative. **Please note that the college president or CEO will be the individual informed if the application is selected with a copy to the applicant team.**

Please provide the following:

- Commitment to be engaged with this initiative together with AACC and Accenture
- Commitment to college participation in the national AACC Workforce Development Institute at which an early stage convening will be held
- Commitment to provide usage reporting and documented success stories directly to Accenture in the subsequent two years following the conclusion of the pilot

- Commitment to capture individual student stories and outcomes for larger communication plan

Approximately one page for this section is sufficient.

SECTION 2. INTERNAL CAPACITY TO ROLL OUT, MONITOR, AND PROVIDE FEEDBACK ON THE S2S ACADEMY (25 POINTS)

Please provide the following:

- Internal staff capacity – Provide a brief bio of key program staff currently capable of managing this work for your organization and their expertise related to rolling out a new initiative, monitoring, and feedback.
- Internal organizational capacity – Please describe within which programmatic units/areas you wish to implement S2S and why.
- Internal technology capacity – Please describe your ability to deliver the S2S Academy:
 - Do you have PCs/laptops/tablets with internet connectivity for student use?
 - Do you have an IT contact available at delivery sites who can test and support the Skills to Succeed Academy so learners have a good experience?
 - Are there firewall restrictions / media restrictions / network restrictions? If so, can they be removed/modified?
 - Are your systems consistent across the locations where you're planning to deliver training?
- History – Please provide a summary of any other early stage program in development in which you participated and provided feedback to the funder as it rolled out.

Approximately one page for this section is sufficient.

SECTION 3. EXISTING OR PREVIOUS ATTEMPTS TO STREAMLINE AND/OR AUTOMATE WORKFORCE DEVELOPMENT TOOLS (25 POINTS)

Please provide information on at least 4 of the following:

- Previous attempts to streamline and/or automate workforce development tools
- Existing attempts to streamline and/or automate workforce development tools
- Current tools in use to identify soft skills deficits
- Tools previously used to identify soft skills deficits
- Current tools in use to remediate soft skills deficits
- Tools previously used to remediate soft skills deficits
- Other relevant approaches to soft skills

Approximately one page for this section is sufficient.

SECTION 4. TARGET MARKETS/STUDENT POPULATIONS (25 POINTS)

Please discuss how you will explore testing in diverse environments and with diverse populations. Examples of this may include:

- credit versus non-credit course settings
- specialized courses such as freshmen seminars, scholars programs or other courses
- in-person career centers
- online learning websites
- differentiated or specifically targeted industry sectors
- group versus individual utilization
- required vs. optional participation

Approximately one page for this section is sufficient.

SECTION 5. PROJECT BUDGET AND NARRATIVE (15 POINTS)

Applicants must provide a budget and budget narrative for \$13,200 for nine (9) months of work starting December 1, 2018 through August 31, 2019. This cycle will allow the colleges to wrap their final financial statements for 30 days prior to AACC having to submit final reporting to the funder.

Please plan for:

- Required travel – colleges should plan for at least one representative participating in an in-person meeting at AACC’s annual Workforce Development Institute (3-days/2–nights) meeting from January 30, 2019 - February 2, 2019 in San Diego, CA.
- Required personnel – colleges should plan to have a presence on – and participate in – regular group and individual calls and webinars. Colleges will be expected to contribute to any products or white papers developed as part of this work.

Please use your own template for submission of budget and budget narrative.