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| **Name of Grant Program:** Adult Education Professional Development System | **Fund Codes:** 667 and 343 |

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| PART III – REQUIRED PROGRAM INFORMATION for the PD SYSTEM COMMUNICATION CENTER |

# INSTRUCTIONS FOR THE NARRATIVE RESPONSE

The narrative response for this PD center may not exceed 20 pages. Required forms and appendices are excluded from the page limit. Narrative pages that exceed the page limit and non-required appendices will not be read. Applicant-provided links to other documents or resources that are embedded in the narrative, required forms or required appendices will not be visited or considered in the review process. Applicants are required to provide page numbers on every page of the narrative. All narrative responses must be in Arial 10 point font, single-spaced, with 1" margins.

1. PD SYSTEM SERVICE PLAN **(30 POINTS)**

**NARRATIVE PROMPT**: Outline and describe the service components and activities of a comprehensive service plan for the PD System Communication Center that is responsive to the PD system service plan RFP requirements and priorities that follow. Identify best practices that will inform the proposed service plan and summarize how they will impact the content and implementation of the service plan.

**PD SYSTEM SERVICE PLAN RFP REQUIREMENTS AND PRIORITIES**

1. **Develop and implement a comprehensive service plan to support the PD system and AE practitioners as follows:**
   * conduct an annual needs assessment of the statewide PD website; use assessment results to prioritize, develop, and implement increased website functionality and other revisions;
   * maintain a high quality PD website that is professional, interactive, culturally responsive, mobile-friendly, up-to-date, and secure including the following:

* maintain the website hosting on a secure server;
* deploy security updates, conduct quality assurance testing, and revise as needed;
* manage website content and postings (e.g., new resources, announcements, videos, webinars) in consultation with other PD centers and ACLS as needed;
* address and integrate new state priorities and policies that impact the PD system (e.g., FY19 reconfiguration of the PD system);
* maintain the AE job openings section of the website;
* monitor general PD system inbox, and respond to inquiries or refer them to the appropriate PD center for response; and
* maintain the website’s internal resources section for use by PD system members and key ACLS staff, including a current systemwide calendar of key dates;
  + use relevant needs assessment results and input from other PD centers to maintain and keep current a statewide online course catalogue, calendar, registration system, and PD system mailing list(s);
  + proofread PD center website posting submissions, including calendar postings, for professional quality and consistency across the PD system; identify where corrections are needed, and post submissions once they have been corrected by the PD centers;

* + convene six to ten face-to-face and online PD system meetings annually; develop meeting agendas with input from other PD centers and the ACLS PD Specialist; facilitate the meetings, with co-facilitation assistance from the ACLS PD Specialist and other PD centers as needed; capture meeting decisions and action steps in writing, and solicit and incorporate feedback from other meeting participants to ensure an accurate record of meetings;
  + collaborate with other PD centers and consult with ACLS to identify, develop, and implement promising strategies for actively promoting PD to practitioners in order to maximize their participation in PD activities and connection to the PD system including the following:
* create and conduct an annual statewide survey of AE practitioners to determine their PD interests, needs, and availability; process and analyze survey responses and report back to PD system members and ACLS; use results to inform the implementation of promotional strategies;
* articulate key features of the PD system (e.g., PD aligned with ESE priorities and WIOA, high quality PD delivered by national and local experts, multiple PD formats including online and AE program-based PD);
* use and promote social media as a means of connecting practitioners with PD system events and resources;
* create and disseminate an online PD system newsletter three to four times a year that spotlights PD system features and promotes PD center activities, resources, and news; and
* develop and disseminate video and print materials to support effective educator practice and promote the PD system;
  + with guidance from ACLS, support other PD centers in promoting partner PD (e.g., LINCS, NELRC) and other relevant, high quality PD resources that complement the work of the Massachusetts AE PD System and support the development of AE leaders;
  + in consultation with ACLS and as resources allow, produce additional web, video, and print resources to promote one or more aspects of the Massachusetts AE system; and
  + represent and share information about the work of the PD System Communication Center at state meetings and conferences such as the ACLS Directors’ Meeting and the Network Conference sponsored by the [Massachusetts Coalition for Adult Education](http://www.mcae.net/).

1. CONTENT AND SERVICE DELIVERY EXPERTISE **(40 POINTS)**

**NARRATIVE PROMPT**: Identify key staff and consultants who will develop and/or deliver the proposed service plan. Identify and describe each individual’s credentials and expertise relevant to (a) the content and service delivery expertise RFP requirements and priorities listed below, (b) the PD system service plan RFP requirements and priorities listed above, and (c) the websites and online calendar and registration systems represented in Appendix E. For each identified individual, delineate the roles and responsibilities in the narrative response, and include a current resume and job description outlining grant responsibilities in Appendices A and B, respectively.

The narrative response, resumes, and job descriptions will be considered in evaluating this portion of the RFP.

**CONTENT AND SERVICE DELIVERY EXPERTISE RFP REQUIREMENTS AND PRIORITIES**

1. **Ensure that staff and consultants who are hired to develop and implement the proposed service plan have strong credentials and expertise such as:**
2. Credentials

* bachelor’s degree in education and technology or a related area, with a relevant master’s degree preferred;
* certificate(s) related to the areas of expertise identified below;

1. Expertise

* strong knowledge and experience related to the design, development, maintenance, quality assurance, and security of websites and online calendar and registration systems, preferably in the context of supporting PD initiatives;
* strong knowledge and experience with the Drupal content management system, video development, multimedia design and production, social media and communications, and use and application of web 2.0 tools;
* three or more years of experience convening, facilitating, and documenting face-to-face and high quality, interactive online meetings of diverse stakeholders; and
* knowledge and experience related to marketing and promotional initiatives that include the development of video and print materials, preferably in an education and/or PD context.

1. ORGANIZATIONAL CAPACITY **(15 POINTS)**

**NARRATIVE PROMPT**: Describe the applicant’s capacity and plan for effectively coordinating and providing institutional administrative support for the proposed PD center. Ensure the applicant response addresses the organizational capacity RFP requirements and priorities below. Identify and describe the relevant credentials and expertise of key staff who will assume responsibility for the coordination and system leadership of the proposed PD Center and grant. Note that the credentials and expertise under the content and service delivery expertise RFP requirements and priorities above are preferred for the individual(s) identified in this section. Include a current resume and job description in Appendices A and B, respectively, for each individual identified in this section. The narrative response and corresponding resume(s) and job description(s) will be considered in evaluating this portion of the RFP. **(*15 points*)**

*(for non-public entities only)* Submit in Appendix D a copy of the applying agency's latest completed audit report, issued by an independent certified public accountant. No points will be assigned for the audit report submission; however, this required report will be evaluated by ESE to determine the fiscal viability of the applying agency. **(*0 points*)**

**ORGANIZATIONAL CAPACITY RFP REQUIREMENTS AND PRIORITIES**

1. **Ensure effective coordination, system leadership, and agency oversight and support of the proposed PD center and grant, including the following:**
2. PD Center Personnel

* ensure that the PD center director has strong project management, team management, and organizational skills, preferably in a technology and education context;
* hire highly qualified staff and consultants to develop and implement the proposed service plan;
* provide effective support and supervision, as applicable, of all grant-funded staff and consultants;
* ensure that all PD Center lead personnel have strong oral and written communication skills;

1. PD Center Administration

* provide an auditable level of institutional administrative support for the grant program, in order to ensure effective implementation of the grant program;
* engage in an ongoing process of planning and evaluation that includes setting and revisiting annual performance goals and reporting on progress twice a year; include PD system performance metrics (e.g., Google analytics for website);
* ensure that all print and online materials produced by the PD center are of professional quality and aligned with Department priorities and messaging;
* ensure that all key ACLS deadlines are met (e.g., submission of grants and progress reports);

1. PD System Responsibilities

* ensure an auditable level of institutional support for the grant program in order to provide accessible[[1]](#footnote-1) physical space and technology for PD system face-to-face meetings and other PD system planning meetings as needed, at no cost or minimal cost to the grant;
* ensure the applicant’s capability to use the agency platform to deliver high quality webinars and otherwise effectively conduct online PD system meetings;
* provide a webinar platform that ACLS can use on a limited, as needed basis; and
* work collaboratively and communicate effectively with other PD system members and ESE/ACLS.

1. BUDGET **(15 POINTS)**

**NARRATIVE PROMPT**: Submit a 12-month budget—using the ESE required budget forms—for the period July 1, 2018 through June 30, 2019. Ensure that the budget submission addresses the budget RFP requirements and priorities that follow. Applicants are advised to refer to the ESE Grants Management Procedural Manual at <http://www.doe.mass.edu/grants/procedure/manual.html> for assistance with preparing the two required budget forms: *Part I – General Standard Contract Form and Application for Program Grants* (signature page), and the Budget Template (project expenditures). The applicant agency’s definition of full-time employment (based on hours per week and weeks per year) should be used as a basis for calculating full-time equivalents (FTEs) for all salaried staff in the Budget Template. In Appendix C, submit a budget narrative, designed by the applicant, for the period July 1, 2018 through June 30, 2019.

Note: If the applicant proposes initiatives and services for more than one PD center, the applicant must submit the following budget documents:

* one *Part I – General Standard Contract Form and Application for Program Grants* signature pagethat shows one **combined** total amount of requested funds for all priority areas;
* one Budget Template that shows the **combined** funding information (e.g., number of staff, full-time equivalents, line-item sub-totals and totals) for all PD Centers;
* one **combined** budget narrative that clearly explains each proposed expenditure, following the line item sequence of the Budget Template; and
* **for each PD Center**, a **separate** budget narrative that clearly explains each proposed expenditure, following the line item sequence of the Budget Template.

**BUDGET RFP REQUIREMENTS AND PRIORITIES**

1. **Ensure that the budget is cost effective, directly related to the grant program’s purpose and priorities, and consistent with allowable fund use as outlined in this RFP.**
2. **Ensure that grant funds are clearly allocated for individuals who have the content expertise necessary to implement the work of the PD center. The level of grant funds allocated to support individuals with relevant expertise must be considerable in order to increase the positive impact of PD, and the PD system overall, on educator practice and ultimately student learning.**
3. **Ensure that the budget narrative is sufficiently and clearly detailed as follows:**

* provide a clear explanation for each proposed project expenditure (i.e., personnel and non-personnel) listed in the Budget Template;
* include a summary of the scope of work as well as the hourly rate of pay, annual paid number of hours, and full-time equivalency for all proposed staff;
* include a summary of the scope of work, hourly rate of pay, and projected number of hours for all proposed consultants; and
* itemize the specific fringe benefits and corresponding costs included in the fringe rate.

1. “Accessible” space refers to space that is ADA compliant and easily accessible by practitioners (e.g., centrally located, near public transportation, with ample, nearby parking). [↑](#footnote-ref-1)