
**Chancellor's Office
California Community Colleges**

Division of Workforce and Economic Development



**Request for Applications:
Instructions, Terms & Conditions**

**Technical Assistance Provider:
Centers of Excellence for Labor Market Research (CoE)**

Funding Source
Economic and Workforce Development Program
(Ed. Code Section 88600 et. seq.)

Funding Fiscal Year: 2013-2014
Program Year: 2013-2014

**Application Deadline: Applications must be received electronically at the
Chancellor's Office by 5:00 p.m. on Wednesday, April 17, 2013.**

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This section MUST be followed in developing the applications and implementing the projects.

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**Chancellor's Office
California Community Colleges**

Instructions

A. Introduction

This document contains general instructions, procedures, formats, and timelines for submitting project applications to the Chancellor's Office of the California Community Colleges.

Applications must be submitted using the format and sequence described in these Instructions and address the Request for Applications (RFA) Specification for the project for which funding is sought.

B. Program Overview

Though codified in 1991, the Economic and Workforce Development Program (EWD) has had a long history of workforce training and business development in California. Recent legislation* has reauthorized the EWD Program until January 1, 2018. Through the EWD Program community colleges will continue to be accessible and respond to the needs of employers, employees, and students. They will be able to collaborate with other public institutions to align resources and foster cooperation across workforce education and service delivery systems and build well-articulated career pathways. They will develop strong partnerships with the private sector, ensuring industry involvement. EWD Program decisions will be data-driven, evidence-based and invest resources and adopt practices based on what works. The EWD Program will be outcome oriented and accountable measuring results for program participants including employers, employees and students.

Integral to the Economic and Workforce Development Program (EWD), the Centers of Excellence for Labor Market Research (CoEs) serve as a labor market and data resource for education and industry stakeholders. CoEs provide real-time and look-ahead regional labor market research and data that is validated by industry partners, connect business and industry with community colleges and workforce and economic development professionals, and advance the workforce mission. As part of the Doing What Matters for Jobs and Economy (DWM) framework, the work of CoEs will inform regional college consortia as well as sector-based initiatives in their efforts to close the skills gap. Additionally, CoEs will provide data support for the regions and sectors to align labor market workforce demands with training capacities at the colleges, within the region, and across the state along industry specific sectors.

* SB 1402 (Lieu, Chapter 361, Statutes of 2012)

This grant will fund up to seven (7) statewide CoEs, with no more than one award per macro-region. All CoEs will provide expertise in labor market data and information as well as decision-support. All CoEs will be expected to work together as a network to provide technical assistance to colleges, regional consortia, industry sector navigators, other economic and workforce development partners, and the Chancellor’s Office.

C. Categories for Which Funding is Available

The funding for the CoEs is available through the EWD Program (Ed. Code Section 88600 et. seq.).

- Up to two (2) CoEs in Labor Market Research to serve the following macro-regions at \$200,000 each:
 - Macro-region B: Bay Area
 - Macro-region G: Los Angeles/Orange County

- Up to five (5) CoEs in Labor Market Research to serve the remaining macro-regions of A, C, D, E and F at \$148,500 each. See descriptions of macro-regions at <http://doingwhatmatters.cccco.edu/PromoteStudentSuccess/RFAProcess.aspx>.

13-305-001	Technical Assistance Provider CoE, Region A	\$148,000
13-305-002	Technical Assistance Provider CoE, Macro Region B	\$200,000
13-305-003	Technical Assistance Provider CoE, Region C	\$148,000
13-305-004	Technical Assistance Provider CoE, Region D	\$148,000
13-305-005	Technical Assistance Provider CoE, Region E	\$148,000
13-305-006	Technical Assistance Provider CoE, Region F	\$148,000
13-305-007	Technical Assistance Provider, Macro Region G	\$200,000

D. Eligibility

Only California Community College districts are eligible to apply. One district designated as fiscal agent may apply on behalf of a consortia of colleges.

If an application does not gain the minimum score of 75 points to meet the performance and viability standards, it will not be funded. The RFA may be redistributed for competitive bid.

E. Performance Period

The performance period for the 2013-2014 applications is from July 9, 2013, through June 30, 2014. All performance under this allocation shall be completed by June 30, 2014.

The grant may be renewed for a second year contingent on successful completion of required outcomes and availability of funding.

The EWD Program requires an assessment of the past performance of a grantee, including whether the grantee's previous awards produced project deliverables specified in the grant applications. Chancellor's Office reserves the right to rebid those projects that are on the bottom quartile (25%) of performers.

F. RFA Clarification

If any ambiguity, conflict, discrepancy, omission, or other error in this RFA is discovered, immediately notify the Chancellor's Office of the error and request a written modification or clarification of the document. A clarifying addendum will be given to all parties who have obtained the RFA, without divulging the source of the request. Insofar as practical, the Chancellor's Office will give such notice to other interested parties, but the Chancellor's Office shall not be responsible for failure to do so.

Contact person for these Instructions and/or RFA Specification is:

Abigail Sifrit
(916) 322-4285
asifrit@cccco.edu

G. Application Format and Instructions

The following instructions prescribe the format and sequence for the development and presentation of the application. In order to receive the highest possible score and to prevent disqualification, the application instructions must be followed, all questions must be answered, and all requested data must be supplied. Applicants are expected to use the RFA Specification section of this document (page 11).

All required narratives must have a format set for 8.5" x 11" paper with margins of 1" Arial font and 12-point type. **A maximum of twenty (20) pages will be accepted for your project proposal only.** This does **not** include the CEO letter, table of contents, contact page, annual workplan or budget documents.

All forms to be used in the completion of this RFA are in Appendix B and can be accessed on the Workforce and Economic Development Division (WEDD) RFA website under each specific RFA tab at:

<http://extranet.cccco.edu/Divisions/WorkforceandEconDev/WEDDRFAs.aspx>

Computer Facsimiles of the forms provided on the Chancellor's Office website may be used. But under no circumstance may the language on these forms be altered. Any application using altered language on the forms will be disqualified.

The Chancellor's Office may require the applicant to make adjustments in the budget, annual workplan, or other aspects of the application prior to funding the grant. The Chancellor's Office reserves the right to review and approve the Project Director

selection within the application, and the subsequent selection of the lead representative for the CoEs.

Grant applications are scored based on a maximum of 100 points as indicated on sections listed below.

NOTE: A minimum averaged score of 75 points must be obtained in order to be considered for funding.

Section	Points
Response to Objectives	20
Annual Workplan	30
Budget Worksheets	10
Project Management	20
Reporting Requirements	5
Feasibility of the Project	15
Total Points	100

1. CEO Cover Letter

The cover letter must be signed by the CEO or designee of the community college or district. This indicates that the district or college supports the application and is willing to serve as a fiscal agent if they are awarded. Additionally, in the cover letter, please provide:

- Community college district name, address, and main phone number
- Community college district CEO/Designee name
- Principal contact information for this application (name, title, phone, and e-mail)

A template for this cover letter is in Appendix B.

2. Contact Page

Complete the Contact Page found in Appendix B.

3. Application Abstract (*Narrative – Limited to one page*)

The abstract should concisely summarize the entire application and must not exceed one page. Include statements on the objectives, procedures, expected contribution or impact on the funding priorities of the RFA Specification, and deliverables (products/services/outcomes).

4. Table of Contents

The Table of Contents shall be on a separate page, with each component of the application’s narrative listed and page numbers indicated.

5. Response to Objectives (Narrative – Limited to 10 pages) Maximum Points 20

A clear response will at a minimum address the required objectives in the RFA Specification. It may also:

- (1) Describe proposed methodologies and solutions that will address the identified objectives.
- (2) Include descriptions of design and delivery systems, organizational structures, collaborative structures should be included as part of the response.
- (3) In accordance with the legislature’s requirements in technical assistance and logistical support, provide a concrete enumeration of the ways the project will collaborate with CCCCO to support career pathways into priority and emergent sectors important to regions. Responses will also include how the project will support industry sector strategies, regional economic development, common metrics and accountability measures, alignment with statewide LaunchBoard initiative, and the adoption of effective workforce and economic development practices.

6. Annual Workplan Maximum Points 30

a. Objectives

The RFA Specification has identified a minimum number of objectives. The applicant must address these objectives. Additional objectives may be added. Each objective should be numbered, start on a new page, and be stated in measurable terms. List one objective per form, along with corresponding activities, timelines, responsible person(s), measureable outcomes, and metric(s).

b. Activities

Outline the major activities that will be required to meet the objectives and student success outcomes. Refer to Appendix C “Guidelines, Definitions and Allowable Expenditures” for guidance on EWD Program specific limits.

c. Timelines

Provide the projected completion date for key activities and outcomes within the term of the grant. Identify the month in which activities will be

completed. Note: As closely as possible, determine starting and ending dates of each activity. It is not acceptable to make all activities year-long (7/1/13 to 6/30/14) or “ongoing”.

d. Responsible Persons

Identify, by position, individual(s) responsible for completing activities. Provide affirmation that the Project Director’s time is to not exceed 100% between this and any other Chancellor’s Office-issued grant or community college position.

e. Performance Outcomes

Clearly link the outcomes to the activities of the annual workplan. Describe the outcomes in qualitative and quantitative terms. When applicable, include the connection to the Chancellor’s Office-provided common metrics and accountability measures, Student Momentum Points and/or Leading Indicators of Curriculum Alignment to Labor Market Needs.

Given that this is a Technical Assistance Provide type of RFA, each CoE will also be subject to the Quality of Service Measures, using the evaluation tool that will be provided by the CCCCCO.

f. Metric Number

Identify which of the Chancellor’s Office-provided Common Metrics and Accountability Measures (see Appendix D), including Student Momentum Points and/or Leading Indicators of Curriculum Alignment to Labor Market Needs, that these activities affect and place the corresponding number(s) in the “Metric” column.

7. Budget Worksheets Maximum Points 10

Use the required budget forms found in Appendix B on the WEDD RFA website under each specific RFA

a. Application Budget

The purpose of the budget is to indicate whether the project is well planned and reasonable in scope. Use the required Budget Forms found in Appendix B.

In order to help recipients plan objectives, activities and their corresponding budgets, Appendix C “Guidelines, Definitions and

Allowable Expenditures” have been developed. Please review these guidelines before completing your budget and detail sheet.

- (1) **Complete the Application Budget Detail Sheet:** The Application Budget Detail Sheet lists the cost breakdown of each budget classification amount requested. Indicate specific rates and amounts. It is expected that this breakdown will be highly detailed in order for grant monitors to determine that all expenditures are allowable. **Two application budget detail sheets are required** for submission. The first will contain the cost breakdown of the grant award. The second will contain the cost breakdown of the match.
- (2) **Complete the Application Budget Summary:** After completing the two detail sheets, transfer the totals to the corresponding columns on the Application Budget Summary sheet. When entering dollar amounts, round off to the nearest dollar, **DO NOT INCLUDE CENTS**. The Application Budget Summary must be signed by the district chief business officer (or authorized designee) and the Project director or Responsible Administrator.
- (3) **The indirect costs** (overhead) for this project cannot exceed four percent (4%) of the total direct costs. Indirect costs are calculated by dividing the total costs by 1.04 – multiplying that amount by 4% and the number will equal the indirect cost. Example: \$50,000 (Total Cost) divided 1.04 = \$48,077 (Total Direct Cost) x 4% = \$1,923 (Indirect Cost).
- (4) **The CoEs** will set aside and pool no less than 6% of the face value of each of these seven grants towards commonly-used advanced tools and licenses as well as logistical support deemed most important to deliver on this function.

Upon award, the CoEs will collectively determine one lead representative for the entire CoE for Labor Market Research network. This person will participate in the relevant statewide leadership activities and serve as primary liaison for this technical assistance provider function to the system. Each of the seven COE grantees will set aside 2% of the face value of their award as a stipend for this lead representative role.

NOTE: CoEs Directors are full-time positions.

8. Project Management Plan (*Narrative – Limited to 6 pages*) **Maximum Points 20**

See individual RFA Specification on page for a complete description of the management plan requirements. At minimum a 6-page narrative, an organizational chart, a resume for key talent and references will be required.

9. Reporting Requirements (*Narrative – Limited to 3 pages*) **Maximum Points 5**

Each objective in the annual workplan should result in measurable outcomes that clearly link to the objectives and activities. Describe the outcomes in qualitative and quantitative terms. Address any performance outcomes unique to this project that will result from the implementation of the objectives and activities listed in the annual workplan.

- Discuss project’s progress against the identified outcomes from *Appendix D: Common Metrics and Accountability Measures*.
- Report on where gaps exist between labor market demand and training response –by occupational types within regions and sector.
- Report on the development, usefulness and refinement of the labor market information provided in the statewide LaunchBoard across regions and sectors.

10. Overall Feasibility of the Project **Maximum Points 15**

This is not a category to be addressed within the response to the application, but rather is a rated area on the scoring sheet. The reviewers have an opportunity to consider whether the project is realistically capable of attaining the required and proposed outcomes. Reviewers will consider the entire application in the context of the RFA Specification to make a final, overall appraisal of the project proposal. The intent is to judge the cohesiveness and viability of the project.

11. Application Procedures

- a. Applications must be submitted electronically in one email message to EWDAAppSubmittals@cccoco.edu by **5:00 p.m., Wednesday April 17, 2013**. Separate emails with pieces of applications will not be considered. Attachments must be in Word or PDF format. The subject line of your e-mail should be “EWDRFA2013-14COE[insert district (and college name if applicable)]”

Title attachments as follows:

- Application.[insert college name]
- Contact Page.
- CEO Letter.[insert college name]
- BudgetSummary.[insert college name]
- BudgetDetail.[insert college name]
- BudgetMatch.[insert college name]

b. Please do not include appendices or other supplemental information unless specifically requested in the RFA Specification or these instructions.

c. Application should be directed to:

Abigail Sifrit
Chancellor's Office, California Community Colleges
1102 Q Street, Suite 4554
Sacramento, CA 95811-6539
Attn: Workforce and Economic Development Division

H. Rejection of Application

The Chancellor's Office reserves the right to reject any and all applications received.

A grant application shall be rejected prior to scoring if:

1. It is received at the Chancellor's Office via electronic submittal later than **5:00 p.m. on Wednesday, April 17, 2013** or sent to the wrong e-mail address .
2. The supporting documents do not include the RFA Specification Number.
3. It does not include the proper number of signed originals and number of copies of the following documents.
 - a. CEO Letter (Chief Executive Officer's/Designee's signature)
 - b. Contact Page
 - c. Application Abstract (Narrative)
 - d. Table of Contents
 - e. Response to Objectives (Narrative)
 - f. Annual Workplan
 - g. Application Budget Summary (Chief Business Officer's/Designee's and Project Director Signatures)
 - h. Application Budget Detail Sheet
 - i. Application Budget Match Sheet
 - j. Project Management (see Project Management Plan section within the RFA)
 - k. Reporting Requirements (Narrative)
4. Narrative sections of the application exceed the maximum page limit specified

I. Calendar of Key Dates

Key Dates	Events
February 15, 2013	RFA Released
February 27, 2013	Bidders Conference
April 17, 2013	Deadline for Submitting Application
May 21, 2013	Notification of Intent to Award
June 4, 2013	Appeal Deadline
July 9, 2013	Project Commencement

(Note that we will not be permitted to execute face sheets or disburse funds until a signed State Budget is in place)

Reporting Dates

October 25, 2013	1st Quarter Year-to-Date Expenditure and Progress Report due
January 25, 2014	2nd Quarter Year-to-Date Expenditure and Progress Report due
April 25, 2014	3rd Quarter Year-to-Date Expenditure and Progress Report due and <i>Last day for annual workplan amendments</i>
June 30, 2014	Projects Completed
July 25, 2014	4th Quarter Year-to-Date Expenditure and Progress Report due
August 31, 2014	2012-2013 Final Performance Reports and Final Report of Expenditures due

RFA Specification
Centers of Excellence (CoE) for Labor Market Research

RFA Identification: 13-305
RFA Title: Technical Assistance Provider – Centers of Excellence (CoE) for Labor Market Research
Funding Source: Economic and Workforce Development Program
Funding Period: July 9, 2013 through June 30, 2014
Amount of Award: **\$200,000 for up to two (2) CoEs** to serve the following macro-regions

- Macro-region B: Bay Area
- Macro-region G: Los Angeles/Orange County

\$148,500 for up to five (5) CoEs in the remaining macro-regions of A, C, D, E, and F at \$148,500 each

See descriptions of macro-regions at
<http://doingwhatmatters.cccco.edu/PromoteStudentSuccess/RFAProcess.aspx>.

13-305-001	Technical Assistance Provider CoE, Region A	\$148,000
13-305-002	Technical Assistance Provider CoE, Macro Region B	\$200,000
13-305-003	Technical Assistance Provider CoE, Region C	\$148,000
13-305-004	Technical Assistance Provider CoE, Region D	\$148,000
13-305-005	Technical Assistance Provider CoE, Region E	\$148,000
13-305-006	Technical Assistance Provider CoE, Region F	\$148,000
13-305-007	Technical Assistance Provider, Macro Region G	\$200,000

Total Funds Available: \$1,142,500
Required Match: 1: .50 (50% Match)
Number of Awards: 7
Stipulations: The CoEs will set aside and pool no less than 6% of the face value of each of these seven grants towards commonly-used advanced tools and licenses as well as logistical support deemed most important to deliver on this function.

Upon award, the CoEs will collectively determine one lead representative for the entire CoE for Labor Market Research network. This person will participate in the relevant statewide leadership activities and serve as primary liaison for this technical assistance provider function to the system. Two percent (2%) of the face value of each of these seven grants will be set-aside as a stipend for this lead representative role.

Background

Framework for Doing What MATTERS for Jobs and the Economy

The programs of the Workforce and Economic Development Division (WEDD) bridge the skills and jobs gap and prepare California's workforce for the 21st century. WEDD serves as the administrator for several streams of state and federal funds, including:

- Proposition 98 dollars for Economic and Workforce Development, Apprenticeship, and Nursing;
- Governor's Career Technical Education Pathways Program, formerly known as Senate Bill 70 but now reauthorized as Senate Bill 1070 (Steinberg), effective fiscal year 2013; and,
- Carl D. Perkins Career and Technical Education Improvement Act of 2006 – which is comprised of Title I-B Leadership funds, Title I-C funds that flow directly to colleges according to a formula and a 10% set-aside known as CTE Transitions (this will change in July 1, 2013 to become part of Perkins IC).

WEDD collaborates with employers, organized labor, local communities, their community colleges, workforce investment system, and other education partners through programming supported by these funds to close the skills gap and foster successful student completion and employment outcomes.

The strategic framework for WEDD moving forward is entitled [Doing What Matters for Jobs and the Economy](http://doingwhatmatters.cccco.edu/) (more information available at <http://doingwhatmatters.cccco.edu/>). This four pronged effort strives to:

- Give Priority for jobs and the economy
- Make Room for jobs and the economy
- Promote Student Success
- Innovate for jobs and the economy

Ultimately, Doing What Matters for Jobs and the Economy will: supply in-demand skills for employers, create relevant career pathways and stackable credentials, promote student success, and get Californians into open jobs. Key activities under this framework include: a focus on regional priority/emergent sectors and industry clusters; take effective practices to scale; integrate and leverage programming between funding streams; promote common metrics for student success; remove structural barriers to execution.

When possible, WEDD will target the investment of program funds in three thematic areas in support of this framework: regions, sectors, and technical assistance.

Objectives

The following objectives apply to the **CoE Project Director** position:

Describe how you will address the following objectives of this grant:

1. In collaboration with the network of CoEs and the network's lead representative, CCCCO, Statewide Sector Navigators and Deputy Sector Navigators, Regional Consortia Chairs, community colleges, Employment Development Department's Labor Market Information Division, the California Workforce Investment Board and local WIBs, employers, and other workforce and labor market entities, identify regional and sectoral labor market demand signals, community college training capacity information, and the gap thereof.
2. Engage in local, regional, and/or statewide workforce discussions on the action planning to close the gap.
3. Evolve the usefulness, development and refinement of the statewide LaunchBoard as it expands to include labor market information.
4. Provide consultation and technical assistance to community colleges or districts on the use of labor market tools and vendors.
5. Continuously maintain accurate procedures on the storage and usage of the data sources and collaterals of value to community colleges, districts and CCCCO. Also, maintain a directory of the network of partners developed as a result of this grant.

Additionally, the following objectives apply to the *lead representative* for the CoE network:

1. Build a decentralized team known for quality of service and relevancy around data, such as aligning the goals, mission, and direction of a geographically dispersed group of independent research professionals.
2. Facilitate the alignment of the CoE network along the Doing What Matters for Jobs and Economy framework.
3. Advise the CCCCO on strategies to strengthen the performance of the CoE Network as a provider of technical assistance to the system.
4. Represent the collective CoE network at statewide discussions.

Project Management Plan

1. Describe the responsibilities and the amount of time the CoEs Project Director will be devoting to the project activities.
 - Provide an organizational chart for operating the project;
 - Provide the Project Director's resume; and
 - Provide three references attesting to the Project Director's productivity in labor market research and decision-support related to workforce and economic development.
2. Describe the Project Director's professional experience specific to:
 - Data collection/analysis/reporting,
 - Sector or occupationally specific industry scans,
 - Educational supply/demand analysis,
 - Convening/facilitating/project-managing communities of data to provide visibility on training and pathway needs.
 - Experience with related data sources and data analysis tools and methodologies.
 - Evaluation, recommendation, adoption, and deployment of new data related tools and methodologies.

Include past successes in providing and consulting on workforce-related data to inform decision making, as well as achieve a common set of goals based on data.

Note: Fee-for-service custom research is outside the scope of what is funded through this grant, though CoEs are not precluded from doing so as long as grant goals are met.

3. If the Project Director has interest in the lead representative role, which could distinguish the application, additionally, describe the person's professional experience with building a decentralized team known for quality of service and relevancy around data, such as aligning the goals, mission, and direction of a geographically dispersed group of independent research professionals.
4. Describe the depth and breadth of the Project Director's professional network across educational entities within the region and/or state. Include any prior collaboration with the workforce system and an outreach plan to the following entities:
 - Regional community college CTE/EWD deans and institutional researchers
 - Regional Consortia Chairs
 - Sector Navigators and Deputy Sector Navigators
 - Regional entities/coordinators of economic and workforce development, employment, and wage data
 - Chancellor's Office staff
 - Industry specific tools vendors
5. Describe practices and methodologies that the Project Director will employ to provide critical data to the regional and/or statewide workforce development stakeholders.

Reference Materials

Please refer to the supporting documents posted at on the Doing What Matters website:
<http://doingwhatmatters.cccco.edu/PromoteStudentSuccess/RFAProcess.aspx>

Terms and Conditions

Included within this RFA Instructions Terms and Conditions document are RFA Specifications and Legal Terms and Conditions Articles I and II. If funded, the Instructions, RFA Specifications and, legal Articles I and II along with a copy of the fully signed grant agreement will constitute the legally binding agreement between the District and the Chancellor's Office.