



MEMORANDUM

TO: Interested Parties

FROM: Workforce Development Council of Seattle-King County

DATE: December 21, 2009

SUBJECT: RFQ 09-08 REQUEST FOR QUALIFICATIONS For
Entrepreneurial Training Curriculum Expansion and Delivery

The Workforce Development Council of Seattle-King County (WDC) is a nonprofit corporation whose mission is to support a strong economy and ensure the ability of each person to share in our region's prosperity. The WDC is a nonprofit workforce "think tank" and grant-making organization charged with overseeing a large system of employment and training in Seattle and King County. The WDC's mission is to ensure a strong workforce as well as a path to self-sufficiency for every resident. To learn more about the WDC, please visit the WDC website at www.seakingwdc.org.

BACKGROUND

The Workforce Development Council of Seattle-King County was recently awarded one of ten national Department of Labor grants to better serve older workers. Titled **Reinvesting in Older Workers (ROW)**, this grant will enable workforce partners to provide direct training and placement of older workers in high-growth high demand industry sectors and expand the capacity of WorkSource to help older workers meet employment challenges by closing skill gaps and creating new career pathways.

ROW targets three disadvantaged populations of older workers who are 55 and over: individuals with disabilities, ex-offenders and individuals with limited English proficiency (LEP). Short term occupational skills training will be provided by regional colleges with demonstrated experience and occur in three sectors: health care, energy efficiency/green jobs and information technology. Additionally, interested ROW enrollees will be able to access entrepreneurial training in order to start their own businesses and/or take courses to increase or expand their Information and Communication Technology (ICT) skills. ROW enrollees do not have to be eligible for Workforce Investment Act (WIA) programs, but if they are eligible low income adults or Dislocated Workers and could benefit from services, they can be co-enrolled.

Recognizing both the life and work experience of ROW enrollees, the WDC wants to include training for individuals interested in starting their own business; to launch a new career, to better

balance life and work or to convert experiences into becoming a consultant. Entrepreneurial training will help mature workers learn how to establish and manage their own business ventures and consultancy training will build enrollee awareness of employment opportunities across a variety of occupations that consultancy can provide.

The WDC is aware that entrepreneurial trainings effective with older workers already exist and is not interested in changing existing curriculum. Rather, the WDC will award up to \$44,000 (in total) for the design and implementation of enhanced services to current entrepreneurial and consultancy trainings and curricula. Responses will be accepted for this RFQ by 1) agencies in King and Snohomish Counties currently delivering training and technical assistance in partnership with the U. S. Small Business Administration (SBA) or 2) organizations offering the FastTrac entrepreneurial training developed through the Kaufman Foundation. Beginning summer of 2010, the new curriculum material will be beta tested on ROW participants, then revised and delivered throughout the grant. All outcomes must be completed by July 31, 2012, as the grant ends on August 16, 2012.

Purpose and Target Populations

The purpose of this solicitation is to better serve job seekers who are 55 and over with targeted services designed for older workers interested in owning businesses and/or becoming consultants. Ultimately, the development and delivery of these curricula should assure that mature workers are successful as businesses owners and/or consultants. Across the nation there are effective entrepreneurial and consultancy trainings developed and being delivered currently. Mature workers are statistically a large percentage of the successful new business owners, which is a testament to the existing system. The WDC is not interested in adjusting the current course curriculum.

The SBA or FastTrac entrepreneurial workshops for mature workers, already developed, sanctioned and delivered by trained staff will provide the core training. Organizations interested in enhancing these workshops should focus on **two curriculum enhancements**. First is the creation of **in-depth assessment processes** to better identify candidates ready for entrepreneurial training. This could include individual discussion and further assessment of the skills needed to run a business, plus development of referral processes to agencies and resources assisting with needed skill development. Front end services should also educate interested ROW enrollees so they're fully aware of the entrepreneurial training procedures as well as the skills and personal investment that business ownership requires. Additionally, when the training ends, individuals need various kinds of assistance as they embark on next steps. A **comprehensive follow up plan** should be created which could include a menu of services available for graduates such as mentors, business counselors, regularly scheduled check-ins, continuing networks that formed during training and access to trainers following course completion.

Project Scope and Conditions

The curriculum enhancement(s) developed and delivered under this solicitation must meet the following criteria and elements:

- utilize standard SBA/FastTrac materials that represents currently used curricula throughout King and Snohomish county which includes business start up and financing, marketing, business planning, and customer service.
- contract with two experienced SBA/FastTrac approved trainers to deliver the course in both King and Snohomish county locations.
- be developed, completed & beta tested with ROW participants by Summer 2010, then revised for implementation beginning Fall 2010.
- integrate the newly developed assessment and follow up materials into pre-existing SBA/FastTrack curricula.
- make needed adjustments to the curricula and delivery in order to accommodate students' learning needs, including those with limited English and disabilities.
- be delivered across the life of the grant to at least 112 ROW enrollees (for 27 months from June 2010 through mid August 2012).
- benefit an additional 150 other people interested in entrepreneurial training, preferably older workers.
- focus on development of business skills related to effective communication, financial planning and effective technology use that simulate business ownership. Consider how developed business skills are transferable and increase competitiveness within career progression (if appropriate).
- share with other agencies interested in assisting LEP Older workers
- incorporate student use of technology (internet searches, smart boards, smart phones)
- focus on contemporary skills connected to market needs.

ELIGIBILITY

Responses will be accepted for this RFQ by 1) agencies in King and Snohomish Counties currently delivering training and technical assistance in partnership with the U. S. Small Business Administration (SBA) or 2) certified organizations offering the FastTrac entrepreneurial training developed through the Kaufman Foundation with offices in King or Snohomish counties.

Organizations are welcome to apply individually or in partnership.

APPLICATION REQUIREMENTS

Organizations interested in this RFQ should respond using the following format:

Identifying information

Name of Organization, address, phone & fax number & web page URL (if applicable). Also include the name, title, phone and email address of the lead RFQ representative.

Program Design

1. Please describe your organization’s relationship with the Small Business Administration (SBA) or the Kaufman Foundation’s FastTrac entrepreneurial course work which will be used to meet the intent of this RFQ. Describe the curriculum, its intended learning outcomes, availability of certification and program length). Also describe any flexibility the program has in terms of scheduling and instructional delivery.
2. Describe the track record of your organization’s entrepreneurial training – number served annually, trainee demographics, completion rate, credential rate (if applicable), percentage of completers that become business owners and their average income.
3. Describe what will be included in the newly developed assessment and follow up activities/materials which will “wrap around” the existing entrepreneurial course curricula. How did your organization determine the need to focus on these areas and how will the enhancements be created?
4. Include a timeline and the number of students (both ROW enrollees and others) that can be placed in the entrepreneurial courses through the life of the grant. Also indicate how the curriculum will be shared with other suitable organizations engaged with other workers in King and Snohomish counties.
5. Using the table below, include a cost proposal/budget describing pertinent costs for “wrap around” curriculum development, completion, beta testing and revision. Also describe the pertinent costs for delivery of the curriculum including assessment, instruction and student materials to be provided.

PROGRAM BUDGET ENTREPRENEURIAL TRAINING

Training Provider: _____

Budget Item	Amount
Instructor/Staff	
Facilities	
Other Operational	
Student Books and Supplies	
Fees: Lab, Exam, Certification, etc.	

Indirect Costs @ XX% (If Applicable) (Must be supported by approved cost rate)	
Total Budget	

Attachments

Please submit an outline and timeline describing the prescribed curricula to be developed, the plan for delivery and what staff (from your and/or other organizations) will be working together.

Please limit your response to no more than three (3) pages single spaced, excluding the budget table and required outline. If you are interested in being considered as a potential developer and provider of entrepreneurial training described in this RFQ, please submit your materials to the WDC by 5 pm on January 22nd, 2010.

PROPOSAL SUBMISSION

Please send three (3) copies of your response in a sealed envelope to arrive no later than 5:00 pm, Friday, January 22nd, 2010 addressed to:

Tess Suarez RFQ #09-08
 Workforce Development Council of Seattle-King County
 2003 Western Avenue Suite 250
 Seattle, WA 98121-2162

Late responses will not be considered and will be returned unopened. Questions may be emailed to operations@seakingwdc.org through Wednesday, January 13, 2010. No phone calls please.

The WDC makes no commitment to contract with training providers procured through this RFQ, but will consider utilizing providers selected through this RFQ for future needs on an as-needed basis. The selection process for this RFQ will be based upon quality of information provided, expertise in the subject matter, and cost effectiveness. No one area is weighted more than the others.

**The Workforce Development Council of Seattle-King County
 is an Equal Opportunity Employer and Provider of Employment And Training Services**
 Auxiliary aids and services are available upon request to individuals with disabilities
 TDD/Washington Telecommunications Relay Service 1-800-833-6384