



August 8, 2018

REQUEST FOR PROPOSALS

The Southwest Michigan Prosperity Initiative (SWMPI) is a collaboration within seven counties in southwest Michigan aimed at identifying opportunities that will catalyze prosperity. Representatives from sectors including economic development, higher education, workforce development, adult education, transportation and others have joined together as the Southwest Michigan Prosperity Initiative Committee (Committee). The Committee's goal is to identify and pursue areas where the region is uniquely poised to flourish. The Committee has identified themes within which they would fund projects to facilitate this progress.

The *Five-Year Prosperity Plan* developed by the Committee defines its goals for its work in the region. You are encouraged to consult page 21 of *Prosperity Plan Volume 1* (http://smpcregion3.org/wp-content/uploads/2014/02/rpi_plan_final.pdf) and pages 26-29 of *Prosperity Plan Volume 2*: (<http://smpcregion3.org/wp-content/uploads/2014/02/RPI-VOLUME-2-110315-FINAL.pdf>) for the themes, goals, and opportunities of the RPI. Specifically, in 2018, the Committee seeks to focus its resources on the accomplishment of the following education goal: "Encourage a larger number of internships and apprenticeships across the region and across the continuum of learners."

The Committee is accepting proposals that aim to accomplish the following:

To generate region-wide awareness, support, architecture, and implementation for internships and apprenticeships throughout the seven-county Prosperity Region 8.

The Southwest Michigan Prosperity Initiative Committee seeks a way of linking regional internship and apprenticeship opportunities coupled with a marketing or education campaign to raise awareness of opportunities. To date, this topic has received a great deal of previous and current attention from organizations within our seven-county region. However, it does not appear that a singular, seven-county regional approach has been achieved. This area of focus bears a relationship to previous RPI funded work including the Talent Match and the Momentum project see relevant information [here](#) (link to RPI Page).

The Southwest Michigan Prosperity Initiative Committee does not seek to create a new website or resource through this initiative. Rather, the result of this effort should be the linking together of existing resources. Ideally, a single resource hub would contain all the

internship and apprenticeship opportunities from across the seven counties of southwest Michigan.

- 1) **Coordination** - A successful proposal would recognize that the effort would begin by coordinating the major actors together first. A process should be anticipated where existing resources are identified, their managing organizations contacted, and time spent considering how to effectively link resources (including existing web-based job posting sites – e.g. www.monster.com; www.indeed.com) together for the common purpose. When collaborating with partners across this need, it will be important to consider both the supply and demand sides.
- 2) **A Single Interlinked System** - The supply and demand sides should be brought together in the use of a single or interlinked system for connecting the providers and candidates for internships and apprenticeships. This resource hub is most likely a web-based tool that functions well across all platforms (mobile and otherwise) but other innovative solutions are also possible.
- 3) **Awareness/Marketing** - An effective system must be designed to inform both the supply and demand sides about the existence of the end product resource hub.
- 4) **Navigators** - Finally, for the various institutions on the demand side (universities, workforce development, etc), a mechanism should be devised to provide navigators who would be prepared to walk candidates through the resource hub. For those candidates that need the “warm hand-off,” a navigator would be present to give them needed instruction in the necessary steps to apply.

Project Selection

The Committee strongly encourages proposals that respond to the components detailed above. Proposals with broad reach geographically (within the seven counties of southwest Michigan) are welcome. Scoring criteria will include: other sources of funding leveraged, encouragement of regional collaboration, long-term sustainability of the project (applicants should expect that RPI funding will be a one-time event), diverse partners involved in the project, and organizational capacity.

The total funding available in this round of awards is approximately \$110,000.

Proposals shall include all of the following:

1. Summary
 - a. Brief summary of the project (limited to two paragraphs)
2. Project Description
 - a. Describe the project, the need(s) it intends to alleviate and the communities and/or populations it will serve or positively impact.
 - b. Describe how the project will accomplish the aforementioned purpose.
 - c. List the counties in which the project will take place.

- d. Reference best or new practices from which your project may have been derived (if applicable).
- e. *Limited to three pages*
- 3. Organizational Description
 - a. Briefly describe the organization(s) that will complete the work outlined in the proposal
 - i. Outline relevant experience, organizational structure, team who will work on the project, and other information you may deem appropriate
 - ii. Describe the ability and capacity of the organization(s) to complete the project
 - b. *Limited to two pages* – may attach project team member biographies, resumes/CVs, or other relevant personnel information in an appendix
- 4. Conflicts of Interest
 - a. Briefly discuss any potential conflicts of interest.
- 5. Partners
 - a. List all partners who will have an active role in the project and describe their role in the proposed project
 - i. The partners may be those with whom you will collaborate for data, information, contacts, or other aspects of the project
 - ii. Including partners in your proposal will help clarify the breadth of involvement your proposal
 - b. *Limited to one page*
- 6. Project Timeline
 - a. Provide a timeline for each activity enumerated in the Project Description
- 7. Budget
 - a. Create a table with categories of expenditures that will be funded by the requested funding, how much funding will be required for each category, and how much of that funding will come from the RPI funding request
 - b. See example below:

Expenditure Category	RPI Request	Funds from other sources	Total
Wage/Salaries	\$8,000	\$16,000	\$24,000
Fringe	\$2,000	\$4,000	\$6,000
Indirect	\$1,000	\$2,000	\$3,000
Equipment	0	0	0
Travel	\$750	\$1,500	\$2,250
Materials	\$250	\$500	\$750
Totals	\$12,000	\$24,000	\$36,000

8. Project Breakdown

- a. Create a table that divides the proposal into its various components and their corresponding costs.
- b. Where possible, prioritize each component (on a 1 to 5 scale - 1=low; 5=high) and its associated cost. See example below:

Project Component	Component Cost	Component Priority
Phase 1:Inventory	\$4,000	2
Phase 2:Assessment	\$2,750	3
Phase 3:Acquisition	\$9,500	5
Phase 4: Installation	\$4,000	5

Proposal Format:

Please submit proposals in a commonly used 11point font (Arial, Calibri, Times New Roman, etc.). Please also use 1” margins.

Proposal Submission:

Submit an electronic version of the proposal to both John Egelhaaf at egelhaafj@swmpc.org and Lee Adams at Adams@upjohn.org before 3:00 pm, September 14, 2018. Staff and the review subcommittee will field questions and comments regarding the RFP prior to 5:00 pm, September 4; direct all questions to John Egelhaaf (269-925-1137 x1512 or via email).

Staff will post changes to the projection selection process or timeline on the RPI webpage, www.smpcregion3.org/regionalprosperity.

Project Selection Criteria:

Project will be scored and evaluated based on the following criteria and weighting:

<i>Total Points</i>	<i>Criteria</i>	<i>Project Scores</i>
20	How well does the project articulate an actionable strategy for coordination among the major regional actors in the field?	
	Clearly Stated & Action is Achievable = 20	
	Clearly Stated & Action is Mostly Achievable = 15	
	Less Clear & Action Only Partly Achievable = 10	
	Not Clear & Action Only Partly Achievable = 5	
20	Will the project result in a single system that links providers and candidates for internships & apprenticeships?	
	Yes = 20	
	Mostly, but not Completely = 10 Only Partially = 5	
15	Does the proposal lay out a clear and actionable strategy to build awareness of the resource hub in a sustainable manner?	
	Yes = 15	
	Mostly, But Pieces are Missing = 10 Only Somewhat = 5	
15	Does the proposal explain how its fellow stakeholders will establish navigators to help walk candidates through the resource hub?	
	Yes = 15	
	Mostly, But Pieces are Missing = 10 Only Somewhat = 5	
10	Potential for 7-County Coverage	
	Certain "yes" = 10	
	Most, Not All = 8	
	About Half = 5 Clearly Less Than Half = 0 to 5	
10	Is there additional funding or other assets expected and sustainable beyond the RPI award?	
	1:1 Or Greater Match = 10	
	Some But Less than 1:1 = 5	
10	Organizational Capacity	
	Ability & Capacity Clearly Stated = 10	
	Capacity Stated But Questions Remain = 5	
100	Total Points	0

Key Dates:

The overall proposal timeline will follow the following schedule:

August 10	Request for Proposal Distributed
September 4	Deadline for questions and comments regarding the RFP
September 14	Proposals Due
September 16-28	Proposal Selection Subcommittee reviews projects
October 4	Region 8 Prosperity Committee awards funding
October 26	Contract(s) Executed

Sincerely,

A handwritten signature in black ink, appearing to read "K. John Egelhaaf". The signature is fluid and cursive, with a large loop at the end.

K. John Egelhaaf, AICP
Executive Director
Southwest Michigan Planning Commission