

# **Request for Proposals – Illinois State Abstinence Program**

## **1. Summary and Background**

AMTC and Associates (AMTC) is accepting proposals from individuals and organizations to provide programmatic regional coordination in one or more of 9 program regions throughout Illinois on a year-round basis.

AMTC, in partnership with Abstinence & Marriage Resources (AMR) and eight current Regional Coordinators (RCs), are in the final month of an initial one-year grant to provide abstinence education to youth throughout Illinois. The grant is funded by the Illinois State Board of Education (ISBE). The partnership utilizes curricula developed by AMR. Curricula options include Aspire, Game Plan, Quest, Navigator, and I Can Do That; each targets a unique age group and together the curricula address needs of youth in grades 5 through 12.

The curricula is facilitated by classroom teachers and educators throughout the state. Educators and schools receive free training and materials (including student workbooks) through the grant but do not receive compensation. Regional Coordinators have primary responsibility in recruiting schools and/or community-based sites to host the program, work with educators to complete required curricula training and work with educators to understand and adhere to reporting requirements.

AMTC will be reapplying for abstinence education funding from the Illinois State Board of Education. If funded, AMTC, in partnership with, Abstinence and Marriage Resources, will lead the initiative to provide abstinence education to 10,000-20,000 youth throughout Illinois. As such, AMTC is accepting proposals from individuals and organizations to provide Regional Coordinator responsibilities in one or more of our 9 program regions throughout Illinois on a year-round basis.

### **Responsibilities include (but are not limited to):**

- Promoting and recruiting middle and high schools (and other entities that naturally serve youth), through contacts with educators, administrators, school counselors or other site staff,
  - to attend AMR curriculum training;
  - to facilitate AMR's abstinence education programs to students in their schools via school staff;
- Securing and entering enrollment and attendance data in required data system;
- Conducting educator observations and
- Participating in regularly scheduled AMTC and AMR meetings, via conference call or in-person.

The purpose of this Request for Proposal (RFP) is to solicit proposals from interested individuals and organizations, conduct a fair evaluation based on criteria listed herein, and select the individual(s) and/or organization(s) that are most suited to perform the duties required.

AMTC is a national program performance evaluation and consulting firm that works closely with client organizations across the country and their partner organizations to develop evidence-based and informed program models, reinforce community partnerships and implement performance and outcome measurement systems. AMTC has served clients and their partner organizations in

94 communities and 23 states dedicated to improving family structure, enhancing job opportunities, reintegrating offenders and overcoming addictions.

AMTC has two offices locations, with the primary office location being in Milwaukee, WI and the secondary office located in Deer Park, IL.

## 2. Proposal Guidelines

This Request for Proposal represents the requirements for an open and fair process. Proposals will be accepted until 5pm CST on Sunday, October 28<sup>th</sup>, 2018. Any proposals received after this date and time will not be reviewed and considered. All proposals must include signature of the applying individual or official agent or representative of the company submitting the proposal.

If the individual or organization submitting a proposal will partner/contract with another individual or organization to complete the work, this must be clearly stated in the proposal. The name of the individual or organization must be listed in the proposal and a resume or summary of the individual or organization must be included. Additionally, all costs included in proposals must be all-inclusive to include contracted work. Contract terms and conditions will include but are not limited to:

- 1) All Regional Coordinators (RC) must attend the project kickoff training
- 2) All RCs must participate in bi-weekly project calls and quarterly meetings
- 3) Work a minimum of 30 hours per week on average (some weeks may be up to 40 and others 25)
- 4) Submit completed monthly program reports, and invoices with documentation for each expense

Additional terms and conditions are outlined in item 4 of this RFP, Project Scope.

## 3. Project Purpose and Description

In the current project period, more than 11,000 youth were served throughout the State of Illinois. AMTC and AMR anticipate reaching more in the next year of funding. To that end, AMTC is looking to add additional Regional Coordinators (RC) to the partnership, who will cover the following three regions:

**Region 1 - Counties:** Boone, Bureau, Carroll, DeKalb, Jo Daviess, Henry, Lee, Ogle, Putnam, Rock Island, Stephenson, Winnebago, and Whiteside;

**Region 2 – Counties:** McHenry and Lake; and

**Region 8 – Cook County North & Northeastern Townships:** Barrington, Elk Grove, Evanston, Hanover, Leyden, Maine, New Trier, Niles, Northfield, Palatine, Schaumburg, and Wheeling.

AMTC believes adding additional RCs to the team will allow the partnership to more effectively and efficiently reach schools (and other youth serving entities) in communities where recruitment and follow-up efforts have not been established and will help to achieve the goal of serving additional youth.

AMTC is seeking to contract with up to three organizations or individuals who will provide RC responsibilities that will lead to additional schools and youth serving entities participating in the project. The RC position requires a great deal of outreach, follow-up and data entry work. While participating schools receive free training and materials, they and other entities that teach the program are not compensated by AMTC or the grant. Therefore, the RC position is a critical one. It is through the RC position that schools and other entities are recruited and served, and the enrollment and attendance data is received and documented for reporting purposes. Successful RCs will have previous customer service, sales or nonprofit program outreach experience and have excellent verbal and written skills to communicate the benefits of abstinence education and the grant resources, have good follow-up skills, be well organized, and have the ability to receive and enter large amounts of enrollment and attendance data in a specified data system (training will be provided). RCs will also use a customer relationship management system to track school recruitment, participation and satisfaction; this system is separate from the attendance system. Computer literacy is essential.

#### **4. Project Scope**

The scope of this project includes enrollment and project participation of between 1,000 to 1,500 youth per region. The agreed upon enrollment is reliant on the size of the youth population in the contracted region. The RC will be responsible for entering all youth enrollment and attendance information for youth, maintaining the customer relationship management system (CRM), conducting educator observations, and participating in meetings and trainings. Each Regional Coordinator (RC) is expected to work no less than 30 hours per week – reference contract terms on page 2. Specific activities include:

- Provide outreach to schools, community groups, churches, and other youth serving sites to promote the program and recruit schools to participate in the Illinois State Abstinence Program. Identify program ambassadors and engage in promotion/recruitment efforts, as appropriate. Outreach/recruitment efforts may include telephone calls and texts, emails, in-person meetings, etc. All contacts must be entered in the CRM system. NOTE: An outreach listing, that corresponds with the regional boundary, will be provided to each Contracted Regional Coordinator/Partner Organization.
- Follow-up with interested schools/sites until a definitive decision is made. This may require multiple contacts in multiple ways. Engage AMR as needed to assist. Document all schools/sites that are not interested in offering the program or future contacts. All contacts and outcomes must be entered in the CRM system.
- Sites that indicate they are not interested will be placed on a Do Not Contact list. This list will not preclude them from receiving quarterly training invitations.
- Provide 1:1 technical assistance to sites to ensure full understanding of the implementation plan requirements, service expectations, data collection and evaluative measures including completion of curriculum training within last 3 years, collection and sharing of enrollment data, attendance, and facilitation observations, participation in focus groups and administration of evaluation surveys.
- Promote curriculum training workshops within region. Inform all school/sites of training dates, times, locations, ISBE professional development credits available, and assist interested

individuals in registering for the trainings. RCs are expected to attend trainings in their region, specifically if teachers from the RC assigned region will be in attendance.

- Facilitate orientation sessions for staff and/or youth groups, as needed. Assist with sessions, as needed.
- Create and further develop relationships with schools and other stakeholders within regions
- Assist schools in implementing a parent engagement and education component, as needed. Parent education may be provided via worksheets, events, etc.
- Provide all required site details to AMTC for programming into AMTC's online participant tracking system (OPTS).
- Collect and enter information from completed implementation plans into OPTS.
- Collect and enter youth enrollment and attendance information into OPTS.
- Address OPTS alerts of missing data as they occur.
- Enter, update and ensure all school client contact information, contacts and outcomes are entered in CRM. This includes client records, contacts and outcomes.
- Observe at least two participating educators facilitating one of the AMR curricula each year and complete an AMTC observation feedback form for each. Work with all remaining curriculum facilitators (educators or other site personnel) to identify a site-based colleague or administrative level staff to conduct at least one observation of themselves using the AMTC observation feedback form.
- Assist in implementing youth surveys as needed and/or conduct survey implementation observation.
- Visit a minimum of 10 schools per year that offer an AMR curriculum at least once per year to connect with educators and support programming efforts.
- Participate in required training sessions scheduled by AMTC and AMR. This will include but is not limited to annual Kickoff Training, Quarterly Project Meetings and Program Closeout Meeting. Provide feedback on all trainings. Recommend future training topics, as applicable.
- Participate in scheduled RC calls organized and led by AMTC and AMR. This will include AMTC led call to take place bi-weekly for the first three months and then monthly thereafter and the AMR led bi-weekly RC call. Recommend agenda topics that will ensure understanding and compliance of goals and program requirements.
- Review weekly data reports provided by AMTC. Report any errors for correction.
- Complete required monthly program and fiscal report/invoice by the 10<sup>th</sup> of each month. Ensure all required documentation is attached and submitted.

- Participate in Key Informant interviews and/or focus groups to inform the project lead of barriers and successes related to the programming model.

## **5. Request for Proposal and Project Timeline**

- All proposals in response to this RFP are due no later than 5pm CST, Friday, October 28, 2018.
- Review and evaluation of proposals will be conducted from Monday, October 29, 2018 until Friday, November 2, 2018. If additional information or discussions are needed with any applicants during this one-week period, the applicant(s) will be notified.
- The selection decision for the winning applicant will be made no later than Monday, November 5, 2018.
- Upon notification, a contract will be issued to the selected applicant(s) for signing.
- Notifications to applicants who were not selected will be completed by Monday, November 12, 2018.
- The official start date of the contract is to be determined but will be no later than Monday, November 12, 2018.

## **6. Budget**

The proposed budget for each region must not exceed \$75,000 per year. Generally, the project period will be September 29<sup>th</sup> – September 28<sup>th</sup>. However, during the first project year, the start date may be delayed for up to one month.

## **7. Bidder Response**

Your total response should be concise and consider all requirements identified in sections 1-6 of this RFP. Be sure to describe the experience of the organization and specific staff assigned to the project when responding to each criterion listed below. The respondent should prepare a proposal using one inch margins, 12 point font, with 10 point font allowed for tables, organizational charts, budgets or other standard attachments. The total response including a 1 page budget detail (excel budget form) and 2 page budget narrative should be no more than 10 pages with 10 pages of supplemental attachments. Your response should include:

Description of experience providing program outreach and recruitment with past performance of recruiting large numbers (similar in scope to the proposed project) of program sites and youth participants.

- A. Describe in detail the anticipated staffing structure of project and organizational resources that will be utilized. Specifically describe how you will ensure that either one staff member or a combination of staff will ensure a minimum of 30 hours per week (on average) of staff time available for the job duties previously described in this RFP. If individual(s) to be assigned to the project have not been hired, describe qualifications and experience expectations of new hire.
- B. For Section 4, Project Scope, prepare a response for each bullet point detailing how your organization will approach each task. Provide sufficient details that will give the reader a sense of how your organization has approached similar projects or work within your organization.

- C. In response to this RFP, please prepare a budget spreadsheet and budget narrative with a level of detail that would include all staff or consultant costs, general office costs, office supplies, and anticipated mileage reimbursement. Please use budget forms that your organization typically uses when preparing budgets. Part of the reason for not providing a template for this criterion is to determine your organization's fiscal capabilities. For the budget spreadsheet, please utilize Excel. The spreadsheet be no more than one page. The budget narrative should be in Microsoft Word and provide sufficient details to justify each line-item in the Excel document. The narrative should not exceed two pages.
- D. You should include a one-page resume for each key staff, an organizational chart and a one page summary of past performance from a similar project.

### **8. Proposal Evaluation Criteria**

AMTC & AMR will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and consider each of the following criteria:

- Outreach and Recruitment Experience
- Outreach plan for achieving youth target
- Past experience in meeting program performance
- Abstinence Education or similar positive youth development program experience
- Staffing and Resources that will be available for the program

Each applicant must send completed proposal to the email addresses below by 5:00 p.m. CST Sunday, October 28th:

[jeanette.stevens@amtcassociates.com](mailto:jeanette.stevens@amtcassociates.com); [jaclyn.schiessl@amtcassociates.com](mailto:jaclyn.schiessl@amtcassociates.com)