

21st CALL

**Twenty-First Century Alliance for Lifetime Literacies
Clark, Floyd and Harrison Counties in Southern Indiana
(In partnership with Metro United Way)**

Request for Proposal

21st CALL Consultant

April 12, 2010

Join a team of volunteers who are working to make a difference in the lives of Southern Indiana residents. Our consultant will be a vital part of that team. This request for proposal is for contracted services to assist the 21st CALL in implementing and staffing a Governance Council that will lead this strategic initiative to build collaborations with key stakeholders to bring new educational strategies and opportunities to Southern Indiana communities, workplaces and educational centers. Experience in and/or knowledge of the above counties in Indiana and youth and adult education is a plus.

21st CALL Governance Council Vision and Overview

The vision of the 21st CALL is to empower individuals and families to live the lives they dream are possible by gaining the skills and knowledge necessary to be prepared, engaged, and successful as productive members of the local community and workforce. The members of the 21st CALL Governance Council are charged with being a catalyst to help encourage a thriving population in Southern Indiana that is functionally literate, ensuring lifetime learning is valued and promoted for all.

Role of the Consultant

The consultant will aid us in moving closer to our goals by assisting the Governance Council, in conjunction with Metro United Way, in leadership and clerical support to:

1. Lead a strategic initiative that builds collaborations with key stakeholders to bring new educational strategies and opportunities to Southern Indiana communities, workplaces and educational centers that focus on 21st CALL's definition of "Literacies."
2. Establish a Request for Proposals (RFP) system to support the expansion of existing learning initiatives that prove excellence in outcomes as well as the development of new, innovative educational approaches.
 - Development of new approaches and maintenance/expansion of existing initiatives that prove excellence in outcomes, based on available resources.
 - Set a philosophy for new best practice in service delivery of literacies skill building and support opportunities that promote student achievement consistent with the 21st CALL's Guiding Principles.
 - Develop Return on Investment metrics for which proposals can be evaluated.
 - Create a process for competitive application.
 - Establish a Request for Proposals to include evaluation and data collection strategies that are aligned with funder guidelines.
 - Review, recommend, and select funding allocations/awards.
 - Distribute program funding and maintain communication with RFP sites and evaluators to ensure quality services.
3. Ensure sustainable funding for 21st CALL activities.
 - Promote effective activities and products that attract financial resources that permit development and piloting of innovative literacies projects, designed for high Return on Investment
 - Identify potential funding sources that can assist in sustaining effective programs and initiatives; garner such funding.

- Ensure appropriate documentation and reports are filed to meet funders requirements.
 - Maintain ongoing communication to cultivate and maintain funder relationships.
4. Represent and serve 21st CALL as a community champion and catalyst to:
- Empower all residents to build skill sets in order to compete for and acquire employment in the 21st Century workplace.
 - Promote high school graduation and various post-secondary education/training options and graduation
 - Promote and increase mastery of new 21st century literacies.

Proposal Content

Interested parties should electronically submit the following materials by May 9, 2010:

- A resume highlighting relevant experience/expertise.
- Six month work plan proposal, not to exceed 2 pages.
- A note indicating the percentage of the consultants capacity that will be allocated to this initiative as well as their hourly rate.
- A list of past clients.
- References with contact information.

Applicants must clearly demonstrate the following:

- Experience in working with volunteers.
- Understanding of issues of education and literacy.
- Ability to communicate effectively.
- Knowledge of nonprofit organizations.
- Strong computer, communication and organizational skills.
- Ability to work independently and be self-starting.
- Flexibility.

Compensation

The coordinator will be compensated for 10-20 hours per week's worth of work, based on need. Applicant should state their hourly rate expectations in the proposal, based on their experience.

Timeline:

- Letters of proposal are due by May 9, 2010 to Metro United Way and should be e-mailed to kerri.cokeley@metrounitedway.org.
- The selected consultant will be notified by May 24, 2010 and will start June 1, 2010.

Contact Information:

Any questions regarding this RFP should be directed by e-mail to:

Kerri Cokeley
Regional Manager, Community Impact
Metro United Way
Clark, Floyd and Harrison Counties
812-206-7519
kerri.cokeley@metrounitedway.org

Additional Information:

Mission Statement

The 21st CALL serves as a catalyst to:

- Empower all residents to build skill sets in order to compete for and acquire employment in the 21st Century workplace
- Promote high school graduation
- Promote and increase mastery of new 21st century literacies
- Serve as a vehicle to bring new educational strategies and opportunities to workplace, community, and education centers

Areas of Influence for 21st CALL's Governance Council

- Residents — individuals and families
- Community—non-profits, service providers, faith-based organizations, government, etc.
- Workforce—current and future employees
- Workplace—employers and business sector

Guiding Principles of 21st CALL's Governance Council

- All community members are capable of success and should be able to pursue opportunities to build the skills necessary to live to their fullest potential.
- Change happens one person at a time and 21st CALL will work to create a rich environment where residents can seek and receive guidance in achieving a fulfilling future.
- The measure of success is based on the goals and aspirations of each individual who participates in 21st CALL educational initiatives; each participant chooses their own learning agenda and is responsible for achieving it.
- Community partners are essential to the achievement of 21st CALL's mission by providing opportunities, funding, strategies, and teaching skill sets for individuals to deepen learning, discover new insight, gain new experience, and act upon personal goals.
- 21st CALL's focus is to enhance the region's existing education networks by coordinating efforts and building partnerships that focus on providing functional literacy skills for residents.

21st CALL's Definition of Literacies

Literacies are the areas of knowledge and skills required to succeed in the 21st century.

Functional literacy is the ability to manage daily activities well enough to succeed in life and work, including:

- Written and oral communication skills (listening, reading, comprehension)
- Understanding and application of basic math (calculations, measurement, diagrams, map reading)
- Basic computer and technology skills (both personal and workplace skills)
- Work readiness skills (punctuality, personal hygiene, etiquette, following instructions, teamwork)
- Personal money management (checking and savings accounts, budgeting, credit and debt management, investments)
- Personal health and wellness management (healthy lifestyle choices, finding and managing health resources)