American Association for Employer Relations +

Request for Proposal

Training Programs for Career Coaching

Grant ID: A+2024-03

Date Issued: October 28, 2024
RFP Submissions Due: November 29, 2024
Issued By: American Association for Employer Relations + (A+)

Introduction

American Association for Employer Relations + (A+) is seeking innovative proposals from individuals and organizations for the creation of a virtual onboarding orientation curriculum targeted at career coaches. We are particularly interested in a curriculum highlighting an employer's perspective and is focused on achieving employment outcomes. The curriculum should provide essential insights on how to guide job seekers in understanding what it takes to be competitive candidates in the job market.

Grant Guidelines

Applicants are seeking the opportunity to become instructors for A+, responsible for designing and implementing the proposed curriculum. Selected instructors will be expected to develop the curriculum for A+ and record it for use by members. The curriculum will be fully owned by A+.

- **Grant Award:** Up to $300 per 90-minute training program
- **Eligible Applicants:** A+ Pro, A+ Elite, and A+ VIP Members can apply
- **Virtual Training Program Length**: 90 minutes divided into three 30-minute segments with a quiz following each segment
- **Presentation Format:** PowerPoint or similar presentation software presented in webinar format via Zoom.
- **Misc:** Applicants can apply for more than one award.

Proposal Requirements

Proposals must adhere to the following guidelines:

1. **Proposal Format:** No more than two pages, excluding any necessary appendices.
2. **Font:** Times New Roman or Arial, Size 12, one-inch margins
3. **Topic Structure:** Proposals should be organized into a series of topics related to *Recruiting & Talent Acquisition*.
4. **Learning Outcomes:** Proposals must clearly identify at least three measurable learning outcomes that will be achieved through the training program.
5. **Outcome Measurement:** The curriculum must include three quizzes to measure competence.
6. **RFP Submissions:** All proposals must be emailed to info@aaer-web.com by 5 PM. December 9th.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Innovation (25 pts):** The originality and creativity of the proposed project.
- **Relevance: (25):** The relevance of the topics to today's workforce.
- **Flow (10 pts):** The topics relate to and build upon each other in a meaningful way.

- **Engagement (10 pts):** The subject matter and delivery must be engaging and interesting.
- **Applicable (25 pts):** The content must apply to new employer relations and business services professionals
- **Work Sample (5 pts):** Work Samples should be professional and well-designed

<u>Timeline</u>

- **RFP Announcement:** October 28, 2024
- **Proposal Submission Deadline:** December 9, 2024
- **Notification of Awards:** December 2024
- **Project Commencement:** January 2024
- **Grant Award:** Issued within 30 days of project completion

Grant Submission: Grant proposals will need to include responses to the following:

1. **Cover Page**
   a. Must identify Grant ID Number: A+2024-03
   b. Facilitator name or organization name
   c. Describe the credentials and expertise of the facilitator
   d. Explain why you are interested in this opportunity

      Note: does not count toward the 2-page proposal limit

2. **Narrative:**
   a. List the topics to be covered in the 90-minute webinar, and why you selected them.
   b. List the identified learning outcomes.
   c. Statement of Relevance: explain why these topics are relevant for career coaches
   d. A+ aims to educate new employees about the three major career center systems across America: Universities, Community Colleges, and Public/WIOA affiliated. Write a statement about your thoughts/ideas on how this can be accomplished.
   e. What makes your approach innovative/different?

      f.   A+ advocates for career centers to focus on achieving employment outcomes as a measurement of success. Share your thoughts on how you will integrate this topic into your curriculum.

3. **Work Sample:**
    a.   Include 1 -3 concept slides for this project
    b.   Include a past or potential presentation/work sample

Note: does not count toward the 2-page proposal limit

Forward questions to Monique Fernandez at monique@aaer-web.com.