RFP
REQUEST FOR PROPOSALS

2020 NCCEP/GEAR UP ANNUAL CONFERENCE

REQUEST FOR PROPOSALS HOW-TO GUIDE

Your step-by-step guide to completing the online request for proposals application

2020 NCCEP/GEAR UP ANNUAL CONFERENCE
REQUEST FOR PROPOSALS HOW-TO GUIDE
YOUR STEP-BY-STEP GUIDE TO COMPLETING THE ONLINE REQUEST FOR PROPOSALS APPLICATION

The **2020 NCCEP/GEAR UP Annual Conference Request for Proposals How-To Guide** is your go-to document to learn more information about submitting an application to present at the conference, including tips, guidelines, and a sample application. Be sure to read the **RFP Submission Guidelines** to learn what components are required to submit an application.

Within this guide, you will find the following:
- **Part 1: The Proposal Review and Evaluation Process**
- **Part 2: Important Tips, Guidelines, and Reminders**
- **Part 3: Strategies for the Development of Sessions for Adult Learners**
- **Part 4: Approaches to Content Development, Activities, and Materials**
- **Part 5: Presenter(s) Do's and Don'ts**
- **Part 6: Request for Proposals Online Application Submission Sample**

Note: *The use of this guide is for reference only and should not be used as a paper application form.*

Part 1: The Proposal Review and Evaluation Process
Proposals are reviewed and evaluated by an internal and external Review Committee. The Review Committee uses a scoring rubric to evaluate all proposal submissions. Within the scoring rubric, each proposal is evaluated in the following four areas:
1.) Quality and comprehensiveness of the written proposal, including writing style, presentation of idea, and grammar/syntax. The abstract and learning objectives should succinctly and clearly summarize the session topic and approach.
2.) Learning objectives and content focus. Exceptionality in proposed approach to issue.
3.) Quality and methods of audience engagement.
4.) Relevance to and awareness of GEAR UP audience and alignment to one or more of the Excel, Prove, Mobilize national GEAR UP strategies.

Part 2: Important Tips, Guidelines, and Reminders
Here are a few important tips, guidelines, and reminders as you prepare your online application. If you are selected, these will assist you with session content development and delivery.

Audience Identification
- Identify the most relevant primary and secondary audiences for your session. Keep in mind the rich diversity of the GEAR UP community. Your audience may include GEAR UP directors, GEAR UP coordinators, instructors, college access and success advisors, and family engagement specialists. This is the complete list of eligible groups that will be provided in the online application for you to select, in addition to a write-in option.

Session Title, Format, and Description
- Focus on broad appeal – avoid use of jargon.
- Quality of engagement matters!
- Focus on replication and adaptability.
- Time is a challenge, so please focus content on what matters most.
- People love resources – what do you have to share?
- For vendors: remember, this is **not** about sales, it is about establishing expertise.
- No need to describe your GEAR UP context within the session description (where you are, demography, etc.) unless it is essential to your content.
- Keep in mind that sessions should be developed and designed for delivery to 50 - 100+ participants.

Session Learning Objectives
- Plan and focus your presentation around the most important learning outcomes for your audience of GEAR UP professionals, each having a variety of practical needs, concerns, and goals.

Maximum Number of Applications
- A maximum of four applications are allowed per organization/GEAR UP grantee. **Important note:** please coordinate all proposals with your GEAR UP director to ensure your program does not submit more than four proposals.

Guidelines and Requirements
- Due to scheduling constraints, we are not able to honor requests for specific time slots.
- Prior to submitting your application, make sure to confirm the participation of all of your speakers. Speaker substitutions are discouraged.
- We welcome noncommercial presentation proposals (that are content focused, and not dependent on participants' having to buy a product or service) from speakers in the vendor and sponsor community. If your company is interested in exhibiting at the 2020 conference, visit our [website](#) for sponsorship and exhibiting opportunities.
- All sessions are one hour and fifteen minutes in duration and will typically be held in theater-style rooms (similar to a classroom, without tables) to maximize seating capacity.
- All presenters are required to register and pay the conference registration fee by May 29.
- The proposal submission deadline is **December 13, 2019**.

Part 3: Strategies for the Development of Sessions for Adult Learners:
When developing your session title, session description, and learning objectives, consider the key principles below.

Principles of Adult Learning:
- Most adults prefer to learn through experience. Adults enjoy sessions that combine practice, exercise, and run-throughs, accompanied by feedback.
- Adults have various learning styles *(e.g., visual, logical, verbal, physical, aural).*
- Most adults approach professional development and learning situations with a variety of motivations.

- Often times, adult learning is relearning more so than new learning.
- Many adults participate in conference sessions with definite expectations about particular learning goals, objectives, and teaching methods.
- Adult learning can involve changes in attitudes, behaviors, performance, actions, as well as skills and abilities.

Part 4: Approaches to Content Development, Activities, Props, and Materials

With your session content in mind, think about what type(s) of session resources and teaching aids you need (or want) to include in your presentation. Here are some examples:
- Written Materials
  - Handouts
  - Scenarios/Case Studies
  - Study Guides/Resource Guides
  - Worksheets
- Bibliographies/Websites/Social Media Handles
- Audio-Visual Materials:
  - PowerPoint Slides
  - Flip Charts
  - Videos/Films

PART 5: Presenter(s) Do's and Don'ts

There is an art to translating your RFP content into an actual conference session. If your session is selected, here are a few presentation tips to assist you in mapping out the delivery of your session.

Do's
- Do use the "20/10 Rule" (With every 20 minutes of lecture/discussion, you should have 10 minutes of audience engagement/participation).
- Do know your session audience.
- Do practice your session delivery.
- Do include multiple voices within your session. Include students, families, community partners.
- Do cut to the chase; your audience came to learn about your session topic as described in the program.
- Do only use PowerPoint slides if/when necessary.
- Do spend approximately two minutes per slide if using PowerPoint.
- Do pace yourself, your PowerPoint slides, and your engagement time during your session.
- Do provide time for Q & A.
- Do make sure to convey, translate, and transfer your session content in easy to digest portions.
- Do use effective handouts and provide resources and tools related to your session topic.
- Do roll with the punches. The right people and the right amount of people are in attendance for your session.
- Do promote advice, not products.
- Do remember to **register for the conference**!

Don'ts

- Don't wait until the last minute to prepare your session.
- Don't submit more than four applications per grant.
- Don't spend time explaining your GEAR UP program, your community, and other demographics.
- Don't spend too much time introducing speakers during your session.
- Don't include too many words or use very small fonts on your PowerPoint Slides.
- Don't read off of your slides throughout your session.
- Don't try to cover more than is manageable within your session time slot.
- Don't sell or imply the selling of a product. Information about sponsorship and exhibiting opportunities for the event will be available in February 2020.
- Don't rush. Remember, you practiced!

Part 6: Request for Proposals Online Application Submission Sample
Note: *This sample online submission is only to be used as an illustration of what a successful RFP submission looks like. Please do not use this sample to extract content and/or exact language for incorporation within your proposal.*

2020 NCCEP/GEAR UP Annual Conference - Request for Proposals

Presenter Information

Please enter required information for all presenters.

1. How many presenters will your presentation include? *This question is required.*
Due to time constraints, we strongly recommend no more than five presenters. If you have more than five, you will be required to provide a rationale and the following information: (a) presenter role(s); (b) use of time; and (c) additional presenter information (name, title, organization, GEAR UP program, and email). NCCEP must approve your request for more than five presenters prior to their registration.

- ○ 1
- ● *2*
- ○ 3
- ○ 4
- ○ 5
- ○ More than 5

2. Please enter all information required for the PRIMARY presenter. *This question is required.

The primary presenter listed will be the point of contact for this proposal. If your session is selected, speaker information will be used in the conference program exactly as listed (with the exception of contact information). Due to program restraints, we will only include doctorate-level credentials after a speaker's name. Please use the following format: Speaker Name A, Ph.D.; Speaker Name B, Ed.D. It is important to enter this information carefully and accurately for all speakers as we will use the contact information to send important updates.

First Name: *Jane*

Last Name: *Doe*

Title: *Director*

City: *Washington*

State: *District of Columbia*

Email Address: *myemail@email.com*

Bio *(Bio should be a paragraph or more)*: *Jane is the GEAR UP director at University of Washington, DC GEAR UP state grant.*

Phone Number (Include Area Code): *(555) 456-7891*

Cell Phone (Include Area Code): *(555) 654-321*

Organization: *University of Washington, DC (UWDC)*

Organization Type:

- *GEAR UP Program*
- Non-GEAR UP Program

GEAR UP Director Name: *Joe Smith*

GEAR UP Director Email: *directoremail@gearup.org*

Please enter all information required for the SECOND presenter.

First Name: *John*

Last Name: *Doe*

Title: *Coordinator*

City: *Washington*

State: *District of Columbia*

Email: *myemail@email.com*

Bio *(Bio should be a paragraph or more)*: *John is a GEAR UP coordinator at the DC Education Agency GEAR UP partnership grant.*

Organization Type:

- *GEAR UP Program*
- Non-GEAR UP Program

Organization: *The District of Columbia Education Agency*

GEAR UP Director Name: *Scott Brown*

GEAR UP Director Email: *directoremail@gearup.org*

Presentation Details
Carefully answer each question about your presentation.

3. PRESENTATION TITLE *This question is required.
A good title is memorable, concise, and quickly conveys the value of the session (why attend?). If you are selected, this will be the title of your presentation as it will appear in the conference program. *15-word maximum (shorter titles are preferred). Please do a word count before submitting your title. NCCEP may need to edit titles as appropriate.

Cultivating a College-Going Culture

4. RATIONALE *This question is required.
In 200 words or less, explain why this presentation is important for the GEAR UP community and how it is relevant to *NCCEP's Excel, Prove, Mobilize* national strategy. This information will be used to review and select sessions; it will not be included in the conference program.

Excel-Session designed to assist and support GEAR UP leaders with continual improvement in the area of educational culture. A "college-going culture" is commonly defined within the education sector as an environment where all students are prepared for a full range of postsecondary options through structural, motivational, and experimental college preparatory opportunities. Too often, schools and programs have an abundance of college readiness artifacts and activities, accompanied by very little evidence of the utilization of proven strategies, vetted best practices and approved resources. The reasoning for this session is to provide GEAR UP professionals with specific strategies for cultivating "collegiate identity". By the end of this session, attending participants will have information, resources, and tools to provide:

- *Consistent demonstrations of the expectation that all underserved students are capable of being prepared to enroll and succeed in college.*
- *Make available a range of high-quality, college-preparatory tools for students and families.*
- *Incorporate cultural, social, emotional and varied learning styles when developing the environment and activities within the school community.*
- *Invite and involve education, community, and business leaders at all levels in establishing policies, programs, and practices.*
- *Maintain sufficient financial and human resources for this mission.*

5. CONTENT LEVEL *This question is required.*

The Annual Conference will attract professionals from all experience levels. As such, please choose which level your session will be primarily for: Beginner, Intermediate, Advanced. NCCEP is actively seeking presentations to address advanced audiences, including practitioners and professionals with a high degree of experience in the college access, readiness, and success field.

- *Beginner*
- Intermediate
- Advanced

6. LEARNING OBJECTIVES *This question is required.*

Learning objectives are succinct statements that define the specific goals of the session, including a description of the skills and/or knowledge that attendees will acquire from the session. This information will be included in the conference program.

Please list three learning objectives for this presentation from the participants' perspective; begin each objective with a verb.

Example: In this session participants will: (1) Demonstrate knowledge of key steps from a toolkit for implementing a quality parent/family engagement program; (2) Identify and discuss with peers strategies to effectively address the most challenging parent/family engagement issues; and (3) Experience an interactive activity to teach GEAR UP parents/families the essential elements of college fit and financing.

- **Learning Objective 1**
  Engage and plan strategies to cultivate "collegiate identity."
- **Learning Objective 2**
  Translate theoretical and conceptual ideas into practical solutions to enhance students' aspirations and achievement.
- **Learning Objective 3**
  Articulate and define an annual plan capitalizing on culture-shaping efforts throughout secondary school grade levels.

7. TARGET AUDIENCE *This question is required.*

What are the primary audiences that will be targeted to attend this presentation? Your selection will be identified in the conference program. Attendees will use your selected categories to select sessions most relevant to them, so please choose the most applicable categories. (Choose up to two)

GEAR UP Directors/Administrators

GEAR UP Coordinators/Site Coordinators

8. CONTENT TAGS *This question is required.*
Select the content areas that apply most directly to your proposal.

Track – Choose one of the below 11 topics that most accurately describe the subject of your proposal.
Although your session topic may be applicable to multiple categories, we ask that you choose the most relevant one.

- **ACADEMIC & OTHER SUPPORT PROGRAMS** – Programming designed to promote and fulfill academic rigor and achievement; test prep; STEM; noncognitive
- **CAREER READINESS & CTE** – Career preparation; facilitating successful transition into the workplace; career and technical education
- **COLLEGE KNOWLEDGE & PLANNING** – Implementing actions and gaining knowledge necessary for entry into and successfully finishing college
- **COLLEGE TRANSITIONS & 1ST YEAR PSE SUCCESS** – First-year postsecondary education (PSE) issues, challenges, and effective practices; facilitating first-year PSE success for students
- **CURRICULUM & INSTRUCTION** – Theoretical and practical applications for teaching and learning techniques
- **DATA, RESEARCH & EVALUATION** – GEAR UP program evaluation; research and evaluation design; data collection and utilization; data reporting
- **FAMILY ENGAGEMENT** – Building and maximizing relationships with families/parents to support student success and development
- **GRANT MANAGEMENT** – Documenting match, planning, reporting, grant writing, finance and administration, staff/professional development
- **MOTIVATION & ENGAGEMENT** – Connecting with students; resilience and growth mindset, problem solving; leadership and confidence development
- **PARTNERSHIPS** – Developing and sustaining effective partnerships for your GEAR UP program including in the community and with schools
- **POLICY & ADVOCACY** – Federal, state, and district education policies; engagement with appointed and elected officials; securing buy-in with school/district leaders
- **OTHER/ WRITE-IN** (Please provide a brief definition)

Tag – Choose one of the below tags that most accurately describe the subject of your proposal.
Although your session topic may be applicable to multiple categories, we ask that you choose the most relevant one.

7th Year	GEAR UP APR/FPR	Special Populations
Attendance	Growth Mindset	Staffing & Personnel
College Visits	Implementation Strategies	STEM
College-Going Culture	Instructional Practice	Strengthening Relationships
Communication Strategies	Mathematics	Summer Programming
Counseling & Advising	Mentoring	Survey
Data Utilization	Multi-Partner Initiative	Test Prep
Diversity and Inclusion	Planning Tools & Resources	Tutoring
Equity & Access	Program Design	Work-Based Learning
Evaluation Design	Research	Writing/Literacy
Financial Aid	Safety	Other/ Write-In
Financial Literacy	Social & Emotional Learning	
Formative Evaluation	Social Capital	

9. AUDIENCE ENGAGEMENT *This question is required.*

During the presentation, how much time will be dedicated to audience interaction? Describe the strategies you will use to engage the audience. Interactive and hands-on sessions encourage audience participation and engagement with concepts and ideas, employ role play, and contain implementation strategies to help participants better understand and develop practical application of session content.

> In 50 words or less, describe engagement for your session.
> - *In this session, we'll break content into three sections. Each section will include a 15-minute lecture, followed by a 10-minute activity. The activities will include individual reflection on key questions, small group discussion, and large group sharing. The handout will include guiding questions and information for activities.*
>
> Please choose the percentage of time you will use for interaction with the audience. (Choose from a range of 20% to 100%.)
> - *50%*

10. SESSION FORMAT *This question is required.*

What is the primary format that will be used during this presentation? This information will be used to review and select sessions; it will not be included in the conference program.
- *Primarily a Facilitated Dialogue (must be at least 50% engagement)*
- Primarily a Lecture
- Primarily a Panel
- Other - Write In

11. PRESENTATION ABSTRACT *This question is required.*

In 100 words or less, provide your presentation abstract. If you are selected, this is the abstract for your presentation **as it will appear in the conference program**. NCCEP may edit abstracts as appropriate.

The abstract should include:
- The format of your presentation. (*e.g.,* **In this panel,** *we will explore the new simplified FAFSA application.)*
- The primary learning objective of the presentation. *(e.g., In this session,* **we will provide information on best practices for working with undocumented students.)** *Please note this should align to objectives that will be listed in the description.*

The abstract should be:
- Worded exactly as you want it to appear before a national audience in the conference program.
- Well written and carefully edited (please copy edit before submitting your proposal).
- Clear, concise, and compelling (why is the topic important or relevant?).
- Accurate in conveying the most important points of emphasis in the presentation and the type of presentation format that will be used (interactive discussion? demonstration of a model program?).
- Practical and clear in mentioning any specific deliverables that attendees will get from your session, such as a toolkit, a summary of key research, or a case study.
- Addressed to a relatively broad scope of the GEAR UP/college access community; if your session does have a specific target audience (such as evaluators, etc.), that should be noted in your abstract.

- Precise in describing session format, including any interactive components.

We might define "culture" in a variety of ways. However, while ever so important, a college-going culture requires more than artifacts and activities; engagement and acquisition of information, dispositions, and networks to become critical. The presenters will engage participants in discussions and case studies which highlight both conceptual and practical strategies on cultivating "collegiate identity." In this workshop, participants will collaborate on activities and share resources that reinforce norms and expectations of a culture that guides students to and through college. Attendees will also participate in peer review exercises and annual planning.

12. PHOTOS
Attach a head shot photo for **each** speaker. This photo will be included on the Annual Conference App. Save each photo with the speaker's full name prior to uploading. You may upload up to 10 photos. Required Dimensions: **300x300 pixels**.

13. AGREEMENTS *This question is required.
By submitting this proposal and signing below, you agree to the following three actions. In the online application, you will be prompted to provide a signature.

- You agree that **you are responsible for providing your own projector (and any connectors) and laptop** for your presentation. NCCEP will provide a screen and microphones but is not responsible for providing an LCD projector or laptop for presentations. Sessions that are selected will be provided with an A/V order form if you choose to rent a projector and/or laptop from the hotel; if this is the case, your organization will be responsible for the cost.
- You agree that you are responsible for notifying NCCEP of **any** changes to your presenters or updates to your session. Speaker substitutions are discouraged.
- You confirm that you or your organization has the funds available to attend and present at the Annual Conference if your session proposal is selected.
- You agree to **submit your presentation Power Point, handouts, and/or other resources** to be posted to the Conference App by email at RFP_Proposals@edpartnerships.org by June 26, 2020.
- You agree that **you are responsible for registering and paying the registration fee** for the 2020 NCCEP/GEAR UP Annual Conference no later than May 29, 2020.

Jane Doe

Signature of | *Jane Doe* |