

SAN DIEGO  
**WORKFORCE**  
**PARTNERSHIP**<sup>®</sup>

Date: February 10, 2016  
To: Institutions of Higher Education  
From: Kelley Ring, Senior Business and Research Analyst  
Subject: Contracted Education: Entrepreneurial Training for Dislocated Workers

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### **REQUEST FOR QUOTES – CONTRACTED EDUCATION**

The San Diego Workforce Partnership (SDWP) is requesting quotes from institutions of higher education to provide entrepreneurial training for Workforce Innovation and Opportunity Act (WIOA) eligible dislocated workers.

Further details are discussed in the “Scope of Work” of this Request for Quotes (RFQ). The budget for this project may not exceed \$49,500.

All quotes must be emailed to [KelleyRing@workforce.org](mailto:KelleyRing@workforce.org) by 5 p.m. (PDT) on Friday, March 18, 2016 with the subject of the email titled, “Quote for Entrepreneurial Contracted Education.”

### **ORGANIZATIONAL OVERVIEW**

The San Diego Workforce Partnership is a 501(c)(3) tax-exempt organization chartered by the County and the City of San Diego to fund job training programs in the San Diego region. SDWP’s primary funding is allocated by the U.S. Department of Labor under the provisions of WIOA.

The organization’s mission is to empower job seekers to meet the current and future workforce needs of employers in San Diego County. The vision of SDWP is that every business in our region has access to a skilled workforce and every job seeker has access to meaningful employment.

For additional information, please visit [www.workforce.org](http://www.workforce.org).

### **BACKGROUND**

San Diego is home to many high-tech companies that employ a significant portion of the region’s workforce. However, these companies are constantly affected by changing technologies, which may affect their employment conditions. Since July 1, 2015 to date, more than 2,000 people in San Diego County have been affected by layoffs, particularly in high-tech industries such as the Life Sciences or Information and Communication Technologies (ICT) sectors.

SDWP seeks to turn these short-term layoffs into long-term regional growth by providing innovative training and support for current and prospective entrepreneurs. As of May 2015, the U.S. Bureau of Labor Statistics reported that 15.5 million people were self-employed—an increase of 1 million from the prior year.<sup>1</sup> In a separate study, it is estimated that more than 40

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<sup>1</sup> [bls.gov/news.release/empsit.t09.htm](http://bls.gov/news.release/empsit.t09.htm)

percent of the workforce (60 million people) will be independent workers or freelancers by 2020.<sup>2</sup> To keep abreast of these workforce changes, SDWP seeks to provide entrepreneurial training to workers who may want to start their own technology companies or join the emerging freelance economy.

## **PURPOSE & ELIGIBLE APPLICANTS**

The purpose of this RFQ is to select and contract with an institution of higher education (IHE) to train a cohort of WIOA-eligible dislocated workers.<sup>3</sup>

The term “institution of higher education” means an educational institution that:

- Admits as regular students only persons having a certificate of graduation from a school providing secondary education, or the recognized equivalent of such a certificate;
- Is legally authorized within such State to provide a program of education beyond secondary education;
- Provides an educational program for which the institution awards a bachelor’s degree or provides not less than a two-year program that is acceptable for full credit toward such a degree;
- Is a public or other nonprofit institution (including private nonprofit institutions); and
- Is accredited by a nationally recognized accrediting agency or association, or if not so accredited, is an institution that has been granted pre-accreditation status by such an agency or association that has been recognized by the Secretary for the granting of pre-accreditation status, and the Secretary has determined that there is satisfactory assurance that the institution will meet the accreditation standards of such an agency or association within a reasonable time [20 USC 1001 subsection (a)].

For more information on IHEs view the Employment Development Department (EDD) workforce services directive, WSD13-13.<sup>4</sup>

## **SCOPE OF WORK**

This RFQ is intended to provide entrepreneurial training for WIOA eligible dislocated workers. Institutions of higher education that have a history of providing entrepreneurial training in San Diego are encouraged to apply. Partnerships between IHEs and other organizations that serve the start-up and entrepreneurial community are highly encouraged; however, the IHE may not subcontract out any portion of the training to non-IHE partners.

The entrepreneurial training must have the following components:

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<sup>2</sup> [fastcompany.com/3049532/the-future-of-work/heres-why-the-freelancer-economy-is-on-the-rise](http://fastcompany.com/3049532/the-future-of-work/heres-why-the-freelancer-economy-is-on-the-rise)

<sup>3</sup> Eligibility is determined by the America’s Job Center of California (AJCC) network. All prospective trainees must go to an AJCC to receive eligibility determination before they can participate in this Contracted Education program.

<sup>4</sup> [edd.ca.gov/Jobs\\_and\\_Training/pubs/wsd13-13.pdf](http://edd.ca.gov/Jobs_and_Training/pubs/wsd13-13.pdf)

- An introduction to the different types of entrepreneurs (e.g., self-employed freelancer, startup company CEO)
- Training on personal financial management for participants to manage their finances during the transition of unemployment to self-employment or company startup
- Training on company financials, including information on how to manage a company's finances
- Instruction on how to run a startup company, preferably through hands-on, on-the-job training experience with an existing San Diego startup company
- Instruction on how to market oneself as an entrepreneur or as a budding startup company, including how to network with other companies or investors
- Information on resources and support services for small businesses, startup companies or entrepreneurs in San Diego County
- Mentorship from a current entrepreneur who has experience in growing companies and raising capital

The contracted education provider will be required to:

- Work with SDWP and the America's Job Center of California network to promote the training program to WIOA eligible dislocated workers<sup>5</sup>
- Provide training that would lead to a certificate or credential and/or creation of a business plan

Training must be delivered sometime between May 1, 2016 and June 30, 2017.

Please note that if a significant number of participants drop out of the training program at the midpoint of training, SDWP reserves the right to renegotiate the terms of the service agreement.

## **DELIVERABLES**

The selected training provider will be responsible for the following deliverables:

- Provision of training that leads to successful self-employment or company startup
- Progress report at the midpoint of training, describing the status of each participant and whether or not they are on track to complete the training
- Progress report at the completion of training, including names and contact information of participants that successfully complete the training

The selected training provider will also be responsible for providing:

- Classroom and training space
- All materials, equipment and supplies (e.g., textbooks)

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<sup>5</sup> WIOA eligible adult and dislocated workers are job seekers who have been determined by the AJCC network to be eligible for WIOA training funds.

- Assistance and guidance with student enrollment into postsecondary or advanced training institution training courses
- Introduction to the institution’s student support services and resources available to participants

## **SUBMITTAL SCHEDULE**

RFQ release date	February 10, 2016
Quotes due via email	<b>March 18, 2016 at 5 pm</b>
Training provider selected	March 25, 2016
Service agreement start date	April 26, 2016
Service agreement end date	June 30, 2017

All quotes must be emailed to [KelleyRing@workforce.org](mailto:KelleyRing@workforce.org) by 5 p.m. (PDT) on Friday, March 18, 2016 with the subject of the email titled, “Quote for Entrepreneurial Contracted Education.”

The budget for this project may not exceed \$49,500.

## **QUOTE FORMAT**

Respondents must submit the following information:

1. Cover page (1 page)
  - a. Name and contact information of respondent
  - b. SSN or tax ID
  - c. Authorized signature
2. Project approach (no more than 5 pages)
  - a. Description of the course(s) offered to meet the RFQ’s scope of work
    - How will the training cover all the requirements listed in the scope of work?
    - What is the training program duration?
    - What skills will participants develop by the end of this training program?
    - What employers provided input to the training curriculum and how will their input enhance the training?
  - b. Description of how the training program will be delivered to WIOA eligible dislocated workers:
    - How many people will be trained with this program that will meet the budget criteria? Will there be more than one cohort?
    - How will participants be recruited (e.g., promotional workshops, reverse referrals) from the AJCC network to apply to the training program?
  - c. Description of what metrics will be tracked for performance outcomes
    - How will follow-up with participants be conducted?
    - What is a successful student’s outcome?
3. Project budget (1 page)

- a. Budget that includes: personnel, course and training fees, supplies and other costs
  - b. If course or training fees are all inclusive, please provide a breakdown of the rate
4. Qualifications (1 page)
    - a. Description of why respondent's institution is qualified to provide entrepreneurial training to dislocated workers
  5. Conflict of Interest Disclosure Form (Attachment A)

### **Formatting Requirements**

- Font size: 12 point
- Font: Times New Roman
- Single-spaced
- Margins: At least 1 inch
- Pages: Single-sided
- Page numbering: Justified at the bottom of each page
- Language: English

**Incomplete or late quotes will be rejected.**

### **EX-PARTE COMMUNICATION**

All inquiries must be **e-mailed** directly to [KelleyRing@workforce.org](mailto:KelleyRing@workforce.org). No phone calls will be accepted.

Respondents are advised that **no other SDWP staff are to be contacted** in this regard. No other sources of responses or clarification are considered valid.

Respondents are strictly prohibited from contacting SDWP staff other than the RFQ contact or members of SDWP's boards and committees, including the Workforce Development Board (WDB), San Diego Consortium Policy Board (Policy Board), Adult Programs Committee and Youth Council about this RFQ.

### **SELECTION**

SDWP staff will review proposals and select the winning vendor based on the project approach, budget and qualifications.

### **LIMITATIONS**

#### **Right to Cancel**

SDWP reserves the right to cancel all or part of this Request for Quotes at any time without prior notice. This RFQ does not commit SDWP to award a contract or to pay any cost incurred in the preparation of a response to the solicitation. SDWP reserves the right to reject any and all quotes, to accept or reject any or all items in the quotes, and to award the contract in whole or in part as deemed to be in the best interest of SDWP. SDWP reserves the right to negotiate with any respondent after the quote(s) are reviewed, if such action is deemed to be in the best interest of

SDWP. Such negotiation should not be viewed by any respondent as an indication of contract award.

SDWP reserves the right to delay, amend or reissue the RFQ at any time.

### **Cooling Off Period**

SDWP, the WDB and the Policy Board shall not approve or contract with, and shall reject any bid or proposal submitted by, an individual or entity who within the preceding twelve (12) months, was themselves or employs anyone who:

1. Is a current, dismissed, separated, or formerly employed person of SDWP, and
  - a. Was employed in any position(s) of substantial responsibility in the area of service to be performed by the contract; or
  - b. Participated in any way in the negotiations, transactions, planning, arrangements, or any part of the decision making process relevant to the proposed contract/service agreement, or was or is employed in a role of substantial responsibility in the same general subject area as the proposed contract; or
  - c. Is an owner, officer, principal, partner, or major shareholder of the proposed Respondent.

This prohibition will apply to any qualified person(s) leaving the employ of SDWP, and will apply at all times during the twelve-month period beginning on the date the person left the employment of SDWP. This policy will apply to procurements issued or contracts executed for program-related services and not to internal SDWP operational support executed within that twelve-month period. Potential respondents must detail any Cooling Off Period disclosures on the **Conflict of Interest Disclosure Form (Attachment A)** even if there is no perceived conflict. The Policy Board may, upon a showing of special circumstances that would justify the approval of such a contract, waive this prohibition.