



Request for Proposals: The CAYL Institute: Good Jobs Challenge Grant Documentation

THE CAYL INSTITUTE - BACKGROUND

The CAYL Institute's purpose is to organize, equip, and empower people to create change on behalf of children. We envision a nation where the right to high-quality early care and education is embedded in public policy, professional practice, and familial engagement. Equipping diverse leaders with the skills, dispositions, and networks to tackle and build support for change has been the mission of The CAYL Institute (www.cayl.org) since its founding in 2003. Our work is based on five core principles:

1. Representative Leadership: Involving people in decisions that affect them.
2. Commitment to Diversity: Ensuring all voices are heard and bridging multiple perspectives.
3. Focused on Solutions: Embracing responsibility to create sustainable change.
4. Impact and Innovation: Taking action that is timely, relevant, and immediately actionable.
5. Building and Sharing Knowledge: Creating and disseminating strategic information to be understood and used by everyone.

PURPOSE OF RFP

This Request for Proposals is being issued by The CAYL Institute to identify vendors interested in and capable of providing services to document our Good Jobs Challenge (GJC) grant and analyze its impact and results.

Three key deliverables are expected:

1. Model Documentation: A high-touch documentation of the Good Jobs Challenge initiative that articulates the model, its effectiveness, and challenges, and contextually considers the external environment within which it operates. This includes conducting interviews with key personnel, partners, employers, educators, and stakeholders involved with the initiative.



2. White Papers: Production of 2-4 white papers that capture lessons learned and/or respond to pre-determined CAYL-generated questions of interest to the field

3. Next-step Visions: Implications for replication, policy, and sustainability

BUDGET AND TIMELINE

The maximum budget allocation for this proposal is \$100,000. Length of engagement for this RFP is August 1, 2024 through June 30, 2025.

ABOUT THE GOOD JOBS CHALLENGE

This project is part of the national Good Jobs Challenge project sponsored by the U.S. Economic Development Administration. The Greater Boston area was awarded this grant focused on three sectors; one sector relates to child care. The CAYL Institute is the backbone organization coordinating the work of the child care sector.

Within the City of Boston, this project is sponsored by the Office of Workforce Development (OWD). OWD's overall mission for the project focuses on training and placing quality jobs through the creation and/or enhancement of Sectoral Partnerships with targeted industries. The projected grant period is September 1, 2022 – August 31, 2025.

The main goal for the child care project work is the creation of 850 jobs:

- 500 assistant teachers and teachers in center-based EEC programs
- 200 EEC-qualified lead teachers
- 100 Family Child Care providers
- 50 Family Child Care owners

CAYL'S project work is intended to unify and connect practitioner voices, with employers' needs and investors' priorities to:

1. Create a Child Care Workforce Sourcing, Development, and Employment System, and
2. Place candidates in 850 good child care jobs

For more information about the GJC, read the [full executive summary here](#).



SUMMARY OF EXPECTED WORK

The CAYL Institute is seeking a consultant individual/organization to address the purposes of this RFP (listed above). To achieve the outcomes listed above, the consultant should:

- Be prepared to work with and participate weekly in meetings with the executive team and other staff teams assigned to the project
- Gather information from project partners, participants, and stakeholders
- Conduct interviews and host focus groups
- Facilitate convening
- Prepare narrative reports, white papers, and final report
- Conduct extensive project, program, literature, and data review for all existing GJC grant documents with The CAYL Institute team
- Summarize current best practices in the early childhood workforce development as they relate to or compare to the GJC

This individual will work under the direction of the CEO.

Start date of August 1, 2024, end date of June 30, 2025

QUALIFICATIONS

- Early care and education knowledge and or experience
- Workforce knowledge
- Experienced writer (Up to three writing samples may be submitted within your RFP response)
- Proven analytical skills (quantitative and qualitative)
- Proven history in planning and successfully executing the scope of work activities outlined in the RFP
- Self-starter; independent high-achievers
- Project management skills
- Strong interpersonal, verbal, and written communication skills required
- Demonstrated experience evaluating projects
- Must possess strong computer skills and knowledge/use of MS Office, G-Suite, Dropbox, Adobe, Canva, etc.



RESPONSES

Respond by: July 12, 2024, at 4:00 p.m. EST. Send the project proposal with the subject line “GJC RFP PROPOSAL” to: info@cayl.org

Full project proposal to include:

- Your approach
- Your framework
- Individual or organizational background information, including resumes of key personnel working on this project (to be a separate attachment)
- Three samples of your written work (to be a separate attachment)
- Your availability to start on August 1, 2024
- Budget, to include:
 - Number of hours allotted for this project
 - Personnel costs
 - Travel costs (if applicable)
 - Materials and supplies required to produce this project
- Additional supporting documentation

Use these guidelines for your submission:

Project proposal (your approach/framework) - 5 pages maximum, submitted as a PDF

Organization background and resumes - submitted as a separate PDF

Three samples of written work - submitted as a separate PDF

Budget - submitted as a separate PDF