

# RFP

*Request for Proposals*



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## 2017 NCCEP/GEAR UP ANNUAL CONFERENCE

**REQUEST FOR PROPOSALS GUIDE**  
*YOUR STEP-BY-STEP GUIDE TO COMPLETING  
THE ONLINE REQUEST FOR PROPOSALS  
APPLICATION*

# **2017 NCCEP/GEAR UP ANNUAL CONFERENCE**

## **REQUEST FOR PROPOSALS GUIDE**

### *YOUR STEP-BY-STEP GUIDE TO COMPLETING THE ONLINE REQUEST FOR PROPOSALS APPLICATION*

The **2017 NCCEP/GEAR UP Annual Conference Request for Proposals Guide** is your “go to” document to learn everything you need to know in order to complete and submit the online 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, Props 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 Board. The Review Board 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 and presentation of ideas.
- 2.) Learning objectives and content focus. Exceptionality in proposed approach to issue.
- 3.) Quality and levels of audience engagement.
- 4.) Relevance to GEAR UP community and adherence to the Excel, Prove, Mobilize national GEAR UP strategy.

## **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 future session content development and delivery.

### ***Audience Identification***

- Identify the correct audience for your session. Keep in mind the rich diversity of the GEAR UP community. Your audience may include GEAR UP Directors and Principal Investigators, seasoned K-12 practitioners, staff who are new to GEAR UP, counselors, college access advisors, or researchers/evaluators. A list of eligible groups will be provided in the online application for you to select from.

### ***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+ session 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/goals.

### ***Maximum Number of Applications***

- A maximum of four applications are allowed per 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.

## **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 (*i.e., 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.
- Many adult learners enjoy session engagement and participation incentives.

## **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
- SWAG/Give-a-ways

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 must 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 4 applications for your grant.
- Don't spend time explaining your GEAR UP program, your community, and other demographics your colleagues already know about you.
- 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. Click [here](#) if you have interest in being a **conference vendor**.
- 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 RFP submission.

# RFP

*Request for Proposals*

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## 2017 NCCEP/GEAR UP Annual Conference - Request For Proposals

### Presenter Information

Please enter all presenter contact information.

#### 1. How many presenters will there be during your presentation?

*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).*

- 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.

First Name: *Jane*

Last Name: *Doe*

Title: *Director*

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

GEAR UP Program You Are Affiliated With: *DC State GEAR UP*

City: *Washington*

State: *DC*

Email Address: *myemail@email.com*

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

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

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**3. Please enter all information required for the SECOND presenter.**

First Name: *John*

Last Name: *Doe*

Title: *Coordinator*

Organization: *The District of Columbia Education Agency*

GEAR UP Program You are Affiliated With: *DC GEAR UP Partnership Grant*

City: *Washington*

State: *DC*

Email Address: *myemail@myemail.com*

Phone Number (Include Area Code): *(123) 456-7891*

Cell Phone (Include Area Code): *(987) 654-3210*

## Presentation Details

Carefully answer each question about your presentation.

### 4. 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*

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### 5. 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*
- 

### 6. ADVANCED SESSION **\*This question is required.**

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. Would you like your session promoted as an advanced session?

- *Yes*
- *No*



**7. 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 used to help select presentation proposals. Learning Objectives will not appear in the conference program, unless you specifically include them within the abstract.

Please list three learning objectives for this presentation from the participants' perspective; begin each objective with a verb. If there are more than three, use the comment box to list any remaining learning objectives.

**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**

*In this session, participants will 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.*

Comments: *N/A*

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**8. AUDIENCE \*This question is required.**

Who is the PRIMARY audience that will be targeted during this presentation? (Choose from the list below).

*\* School Leaders*

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**9. AUDIENCE \*This question is required.**

Who is the SECONDARY audience that will be targeted during this presentation? (Choose from the list below).

*\*GEAR UP Coordinators/Site Coordinators*

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**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*
- Primarily a Lecture
- Primarily a Panel

- Other - Write In

### 11. AUDIENCE INTERACTION **\*This question is required.**

During the presentation, how much time will be dedicated to audience interaction? Highly interactive sessions are preferred. This information will be used to review and select sessions, it will not be included in the conference program.

Please choose the percentage of time you will use for interaction with the audience. (Choose from a range of 20% to 100%.)

- **60%**
- 

### 12. 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.*)

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 engaging (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?).
- Specific in outlining participant outcomes. Please include one or more learning objectives such as the following: “the presenters will demonstrate...” or “attendees will analyze...”
- 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.

*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.*

**13. GEAR UP AFFILIATION \*This question is required.**

Please choose the primary type of GEAR UP program(s) affiliated with this presentation.

- Partnership Grant - The presenter(s) in this proposal represent one or more partnership GEAR UP grant(s).
- State Grant - The presenter(s) in this proposal represent one or more state GEAR UP grant(s).
- ***Both State and Partnership Grants - The presenter(s) in this proposal represent both state and partnership GEAR UP grants.***
- Other Organization - The presenter(s) in this proposal represent an organization working in the college access and success field that is not a GEAR UP grant.
- GEAR UP Grant(s) and Other Organization(s) - The presenters in this proposal represent a mix of GEAR UP grants and other organizations.

**14. 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 to **submit your presentation Power Point, handouts, and/or other resources** to NCCEP at [RFP\\_Proposals@edpartnerships.org](mailto:RFP_Proposals@edpartnerships.org) prior to the 2017 NCCEP/GEAR UP Annual Conference, July 17 - 20, 2017.
- You agree that **you are responsible for providing your own PROJECTOR and LAPTOP** for your presentation. NCCEP will provide a screen and microphones, but is not responsible for providing a projector or laptop for presentations. Sessions that are selected will be provided with an AV order form, if you choose to rent from the hotel.
- You agree that **you are responsible for registering** for the 2017 NCCEP/GEAR UP Annual Conference.



Signature of: *Jane Doe*