

## ***Baltimore City's Bridge to Career Project (B2C)***

### **Request for Interest and Qualifications (RFIQ) for an Industry Awareness and Career Readiness Curriculum**

#### **Project Overview**

On behalf of the Baltimore Workforce Investment Board (BWIB), the Mayor's Office of Employment Development (MOED) create a new Bridge to Career (B2C) project that will prepare low skill job seekers for career pathway training in selected high growth industries. These will include, but not be limited to, construction trades, transportation, manufacturing, and logistics/warehousing. These industries are projected to see employment growth and/or a need for significant worker replacement in the Baltimore region in the years ahead. They also offer opportunities for employment that provide family sustaining wages. The B2C project will serve as a new component of the Re-Entry Center (ReC), which is located in MOED's Northwest One Stop Career (NWCC) Center. The ReC, a unique partnership among state and local government and a number of workforce, human services and educational organizations, assists unemployed individuals with criminal backgrounds with connections to jobs. The B2C project will provide ex-offenders with a comprehensive orientation to and preparation for targeted skills training leading to employment in career track industries. In addition to enabling participants to acquire the "hard skills" necessary to access these jobs, the B2C project will address a common concern cited by employers across all industries---the lack of "essential work place readiness skills" of far too many job seekers.

#### **Purpose**

MOED is seeking a consultant to develop a portion of the curriculum for the B2C program. The B2C program will be comprised of four phases. Phase 1 will offer the participants a comprehensive orientation to the program, focusing on promoting workplace readiness and an introduction to career opportunities in several selected industries. Phase 2 will engage participants in an intensive academic skills boot-camp to boost math, reading and basic computer skills. Phase 3 and Phase 4 will transition participants to occupational skills training leading to employment and post-employment retention. *The consultant will create the curriculum for the B2C Phase 1- Industry Awareness and Career Readiness. This curriculum will include program orientation and a highly inter-active career exploration component that can be used to educate adults about high growth industries in the Baltimore region and assist those individuals with preparing for and applying for those job opportunities.*

The B2C Phase 1 curriculum will build upon an existing workforce readiness platform which will be shared with the consultant. The consultant will enhance and expand the curriculum to include a broad range of career related information and activities. This will include, but not be limited to:

- A thorough labor market overview of at least four identified industry sectors. The overview will provide information for each sector including:
  - Types of jobs available in the industry
  - Academic and skill requirements for the jobs
  - Wage ranges
  - Career Pathways
- Tools to assist the participant in selecting a career pathway. This will include, but not be limited to:
  - Assessment of his/her skills, knowledge and abilities
  - Assessment of his/her basic skills for math and reading
  - Assessment of his/her basic computer skills
  - A series of vocational assessments and interest inventories
  - A variety of career specific field trips, professional career speakers, job shadowing, “try out employment”
- Activities and Exercises to promote 21st Century Job Readiness. This will include techniques to:
  - Research employment
  - Prepare a resume
  - Apply for the job
  - Complete on line applications and assessments
  - Prepare for the interview (telephone, in-person, virtual) with emphasis on addressing criminal history or periods of incarceration

## **Scope of Work**

### **Task 1: Curriculum Development – The consultant will**

- Develop a comprehensive orientation and introduction to at least four high growth industries in the region to include construction trades, transportation, manufacturing and logistics/warehousing. Course curriculum should include sixty-five to seventy-five hours of instruction which could be delivered over the course of four weeks for four half days per week. The consultant will infuse information and recommendations made available through the Opportunity Collaborative the *Regional Talent Development Pipeline Study*. (<http://www.opportunitycollaborative.org/workforce-plan/>)
- Leverage other resources available to customize a job readiness course based on the career exploration, basic skills and job preparation including but not limited to the *East Baltimore Pipeline Job Readiness Curriculum*. (<http://www.oedworks.com/resources/E%20Baltimore%20JRT%20Curriculum2.pdf>)
- Utilize best practices to address the learning styles of adult learners and infuse a variety of experiential learning activities such as meeting with professionals from the field, job shadowing, viewing relevant career videos, hands-on applications, etc. The

consultant will deliver a compilation of these resources for each industry along with the final curriculum.

*The deliverable must be an electronic and a hard copy curriculum, student tools, instructor's manual and a student/instructor evaluation to gauge effectiveness of the tool and its delivery.*

### **Task 2: Train-the-Trainer Session – The consultant will**

- Offer at least one train-the-trainer session to instruct the staff on the delivery of the training curriculum and best practices to engage the adult learner.

*The deliverable will be a minimum of one training session for up to 10 participants. Materials for the training session to be provided by the consultant.*

### **Qualifications of Consultant**

Interested applicants will have:

- Familiarity with the career pathways strategy and other current employment and training trends in the Baltimore Metropolitan region
- Understanding of current industry trends in the Baltimore region, with an emphasis on the construction, transportation, manufacturing and logistics/warehouse industries
- Experience in developing interactive curriculum for adult learners
- Excellent communication skills

### **Project Information**

- The consultant will deliver the completed curriculum on or before May 30, 2014.
- The consultant will have access to several existing documents and materials as noted above
- A MOED staff member will be identified as the lead contact for the consultant.
- A maximum of \$ 5,000.00 is allocated for this proposal

### **Proposal Components**

Interested applicants should submit a written Proposal for Consultant Services which includes the following:

- A detailed scope of work for each of the two tasks identified in this RFIQ describing at a minimum the process the consultant will use to accomplish the task, the rationale, and the final product(s)
- A timeline identifying completion dates for each task and the number of consultant hours /days each task will require
  - Proposed costs for services
  - Consultant resume and list of related projects

- References

**Respondents shall submit proposals to:**

The Mayor's Office of Employment Development  
Attn: Ms. Veobia Akilo  
417 E, Fayette Street; Suite # 468  
Baltimore, Maryland 20202

**Due date:** Friday, May 9, 2014 at 4:00 pm