

Request for Proposal

Support for the Public Health AmeriCorps Program: Career Development Webinar Series

Date Issued: 8/18/23

Date Response Due: 9/6/23

CDC FOUNDATION CONTACT

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About the CDC Foundation

The CDC Foundation helps the Centers for Disease Control and Prevention (CDC) save and improve lives by unleashing the power of collaboration between CDC, philanthropies, corporations, organizations and individuals to protect the health, safety and security of America and the world. The CDC Foundation is the go-to nonprofit authorized by Congress to mobilize philanthropic partners and private-sector resources to support CDC's critical health protection mission. Since 1995, the CDC Foundation has raised over \$2 billion and launched more than 1,300 programs impacting a variety of health threats from chronic disease conditions including cardiovascular disease and cancer, to infectious diseases like rotavirus and HIV, to emergency responses, including COVID-19 and Ebola. The CDC Foundation managed hundreds of programs in the United States and in more than 90 countries last year. Visit www.cdcfoundation.org for more information.

SUMMARY OF REQUEST

The CDC Foundation seeks a contractor to develop and host a series of career development webinars to support CDC Foundation's CDC-funded project, Support for the Public Health AmeriCorps Program: Education Award. The contractor will: 1) create content outlines for 10-15 career development webinars 2) coordinate with CDC Foundation and partners to develop a webinar schedule and support outreach activities 3) host all webinars and provide technical support to participants and 4) send all recorded webinars and final reports to CDC Foundation

A. BACKGROUND AND NEED

The CDC Foundation's CDC-funded project, Support for the Public Health AmeriCorps Program: Education Award, provides funding to support Public Health AmeriCorps (PHA) and its grantees, host sites and members. CDC Foundation project activities will improve grantee management and supervision of members, as well as teach PHA members more about public health and provide opportunities to network in the field. This project aims to increase the overall impact of PHA on the public health workforce.

Public Health AmeriCorps is a new AmeriCorps program that is creating and uplifting the next generation of the public health workforce, with support from the Centers for Disease Control and Prevention (CDC). Together, PHA and CDC are supporting the recruitment, training, and development of the next generation of public health leaders who will be ready to respond to the nation's public health needs. PHA has two main goals: 1) address public health needs of local communities by providing support in state and local public health settings and advancing more equitable health outcomes for underserved communities and 2) create pathways to good quality public health-related careers through onsite experience and training, with a focus on recruiting AmeriCorps members who reflect the communities in which they will serve.

To support PHA's second goal, CDC Foundation will host two virtual career fairs to help PHA members network with other public health professionals and to provide career opportunities

they can pursue after their year of service is complete. There are currently a mix of 7,000 full-time and part-time member positions funded across the country. To prepare PHA members for the career fairs, CDC Foundation will support the creation and implementation of a career development webinar series.

CDC Foundation is seeking a contractor to design and implement a career development webinar series. The contractor will be responsible for creating and hosting 10-15 webinars for Public Health AmeriCorps members to help them prepare for two virtual career fairs, learn about public health education opportunities and hear more about various careers in public health. The webinars could include, but are not limited to, resume writing tips, interview preparation, writing an elevator pitch, and/or sharing examples of public health careers.

B. SCOPE OF WORK

The purpose of this request for proposal (RFP) is to identify a contractor to design and implement a career development webinar series.

The activities involved include, but are not limited to, the following:

- Coordinate content creation for 10-15 career development webinars that are each 30-60 minutes in length. Webinars would include topics like:
 - Interview prep
 - Resume writing (federal and non-federal)
 - Perfecting an elevator pitch
 - Examples of careers in public health
 - Choosing and applying to a bachelor's program in public health
 - Choosing and applying to a graduate program in public health
- Contractor is allowed to outsource content to a subject matter expert(s), as needed, for the webinars
- Provide content outlines for CDC Foundation approval for each webinar
- Coordinate with CDC Foundation and partners on final webinar topics and presentation timeline
- Support outreach activities and manage webinar registration
- Host webinars live, if requested, and answer participant questions. All webinars will be recorded
- Ability to make webinars interactive with discussion questions, worksheets and/or opportunities to interact is preferred
- Provide technical support to participants
- Provide all webinar recordings to CDC Foundation
- Be able to host large webinar groups (~1000 participants) and coordinate breakout rooms
- Attend regular planning and update meetings with CDC Foundation and partners

Deliverables/Expectations:

- Host 10-15 webinars for Public Health AmeriCorps, with coordination from CDC Foundation
- Provide all webinar recordings to CDC Foundation
- Data analytics report of all hosted webinars
- Bi-weekly meetings with CDC Foundation team
- Monthly progress reports
- Periodic detailed financial reports on expenditures
- Final narrative report

Minimum Qualifications:

- Have at least 3 years of experience developing and hosting webinars for organizations
- Able to support a high volume of webinar participants and provide technical assistance
- Able to gather and share basic data analytics from each webinar
- Experience with career development and job training webinar hosting or able to partner with a subject matter expert

C. ELIGIBILITY REQUIREMENTS

Applicants must meet the following eligibility requirements:

- Confirmation of being headquartered in US;
- Be in existence for a minimum of 3 years
- Have sustainable operations, be in good financial standing and have a proven record of program effectiveness; and
- Be an equal opportunity employer with all-inclusive membership that does not discriminate on the basis of gender, race/ethnicity, color, sex, sexual orientation, country of national origin or nationality, age, religion, intellectual or physical disabilities and military or veteran status in its activities or operations.
- Have a Unique Entity ID (UEI) issued by SAM.gov (see [Get Started with Registration and the Unique Entity ID](#) for additional information on obtaining a UEI)

D. REQUEST FOR PROPOSAL

Please click the following link to complete the RFP by **5:00pm (EST) on Wednesday, September 6, 2023**. Submissions after this date and time may not be considered. Applicants can submit questions via [this submission link](#) about this RFP until **Wednesday, August 23, 2023**. An RFP Supplement containing the final updated Q&A document will be posted to the CDC Foundation's website on Friday, August 25, 2023.

RFP Link: [CLICK TO SUBMIT APPLICATION](#)

Organization Information:

The following information should be included in your proposal package:

- Legal Organization Name
- Abbreviated Name
- Street Address
- City, State, Zip Code +4 (XXXXX-XXXX)
- Website
- Mission
- Year Established
- Federal Tax Identification (ID) Number/Employer Identification Name (EIN)
- Data Universal Number System (DUNS) Number
- SAM Unique Entity ID (UEI)
- Business Classifications

Proposal Requirements: Proposal to be submitted using the template provided in PDF Form and should be no more than 10 pages, single spaced, 11-point font, in English, and should address the following:

- Agency/contractor overview
- Description of previous experience in webinar development, specifically in career development if there is no plan to outsource content development
 - Provide at least one (1) client references related to this experience as a separate attachment
 - Provide examples of demonstrated experience of the webinar development process
 - Describe the technical capabilities of the preferred webinar platform and data analytics that can be provided
- Description of previous experience in webinar hosting
 - Provide at least one (1) client references related to this experience as a separate attachment
 - Provide examples of demonstrated experience, specifically highlighting creativity and interactivity of webinar events
- Demonstrate expertise in career development and job training current best practices to ensure the information provided in the webinars is up-to-date
- Plans for outsourcing webinar content development, if applicable
- Description of interest in this opportunity
- Timeline of suggested milestones and deliverables. Please specify length of time to prepare each webinar, frequency of sharing webinar data analytics, and time to contract with a subject matter expert, if applicable
 - **Potential contract timeframe is 10/02/2023-07/12/2024.**
- Proposed Budget:
 - Detailed budget and budget justification – Compensation may be on a fixed fee basis, by deliverable/milestone or actual costs. Please include a justification that explains the rationale for the budget. If deliverable based, please ensure costs

are delineated by deliverable. Where appropriate, further delineate cost of development and delivery.

- Budget not to exceed **\$300,000 USD**
- Appendix to include the following:
 - Vendor status verification: U.S. System Award Management (SAM), or equivalent, search results for overall organization and individuals designated to this proposal. Providing a UEI number is sufficient.
 - Description of yourself or team with Resumes and availability to start the project. (page limit: 2 pages per principal/expert)

Please submit all questions [using this link](#) by Wednesday, August 23, 2023 at 11:59pm ET.

Pre-Award Risk Assessment:

The CDC Foundation reserves the right to conduct financial and due diligence reviews. As a public entity, the CDC Foundation has a responsibility to the public to ensure that the organizations that receive grant funds are financially stable and to evaluate each applicant's risk of noncompliance with Federal statutes, regulations, and the terms and conditions of the subaward for purposes of determining the appropriate method of monitoring. Data available through third party sources such as Dun & Bradstreet may be consulted, along with information publicly available via Federal and State award, debarment, exclusion and sanction databases.

Maximum Payable Amount (MPA)

CDC Foundation will pay the contractor a fee not to exceed a Maximum Payable Amount (MPA) or ceiling price. The MPA will be based on the fee proposed and awarded and will be negotiated as part of the resulting contract.

Funding Source

The agreement resulting from this RFQ will be supported by Federal funding under the project: Support for the Public Health AmeriCorps Program: Education Award via Cooperative Agreement Number 6 NU38OT000288-05-01 from the Centers for Disease Control and Prevention.

The CDC Foundation anticipates that award(s) resulting from this solicitation will meet the criteria of "contractor" as defined by 2 CFR 200.331; a final determination will be made at the time of the award. The contractor must comply with the following federal regulatory requirements:

- Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Health and Human Services (HHS) Awards (45 CFR Part 75)
- Uniform Administrative Requirements, Cost Principles, and Audit Requirements, and Audit Requirements for Federal Awards (2 CFR Part 200).

E. TIMELINE

- **Friday, August 18, 2023** RFP release
- **Wednesday, August 23, 2023:** Questions submitted to CDC Foundation regarding RFP
- **Friday, August 25, 2023:** Questions received and answers published in a Frequently Asked Questions (FAQ) document and shared with all interested applicants.
- **September 6, 2023:** RFP deadline by 5pm ET
- **September 11-September 15, 2023:** Potential interviews with top 3 candidates
- **September 20, 2023:** Notification of selection*
- **October 2, 2023:** Contract Execution

*The CDC Foundation will notify the candidate directly if they are selected or not. Proposal scores will not be discussed

F. REVIEW CRITERIA

All proposals received will be reviewed and taken into consideration. The following Review Criteria will be utilized:

Category (Weight)	Considerations	Total Weight Percentage by Category
Technical Skills Experience (25pts) *References will be considered	<ul style="list-style-type: none"> • Strategic planning • Webinar platform and technical capabilities • Webinar analytics report development • Previous experience developing and hosting webinars 	25%
Coordination and Facilitation (20pts) *References will be considered	<ul style="list-style-type: none"> • Coordination between stakeholders • Webinar facilitation • Communication with participants • Creativity and interactivity in webinar development 	20%
Expertise (15pts)	<ul style="list-style-type: none"> • Expertise in career development job training standards and best practices (this includes outsourcing) 	15%
Interest and Timeline (10pts)	<ul style="list-style-type: none"> • Interest and enthusiasm for position • Practicality of proposed timeline 	10%
Budget (20pts)	<ul style="list-style-type: none"> • Cost-effectiveness • Detailed budget justification 	20%
Submission of proposal (10pts)	<ul style="list-style-type: none"> • Communication • Visuals • Organization 	10%
Total		100%