

**WORKFORCE DEVELOPMENT CORPORATION
REQUEST FOR PROPOSALS
TITLE: Healthcare Competency-Based Assessment Development
PIN # 2019WDC0003**

AUTHORIZED WDC CONTACT PERSON

Proposers are advised that the Authorized WDC Contact Person for all matters concerning this Request for Proposals (“RFP”) is:

Name: Chenelle Dennis
Title: Deputy Director
Mailing Address: Workforce Development Corporation
110 William Street, 7th Floor
New York, New York 10038
Telephone #: 212-513-6437
E-mail Address: cdennis@sbs.nyc.gov

SECTION I – TIMETABLE

A. Release Date of this RFP: September 18, 2018

All questions and requests for additional information concerning this RFP should be directed to the Authorized WDC Contact Person identified above.

Questions Due Date: September 26, 2018

B. Proposal Due Date and Time:

- a. Date: October 10, 2018**
- b. Time: 5:00pm (EST)**

C. Anticipated Contract Start Date: November 1, 2018

SECTION II – SUMMARY OF THE REQUEST FOR PROPOSALS

A. Organizational Background

The Workforce Development Corporation (“WDC”) is an independent not-for-profit created by the City of New York (“City”) specifically for the purpose of assisting the City in developing and funding workforce initiatives and works closely with the City’s Department of Small Business Services (“SBS”) to contribute to the economic vitality of the City by promoting workforce development and job creation through public and private partnerships. The New York Alliance for Careers in Healthcare (“NYACH”) is an industry partnership housed at the WDC. NYACH’s mission is to build an effective healthcare workforce development system in the City by identifying healthcare employers’ needs; helping education and training organizations adapt their approach to better meet those needs; and ensuring low income and unemployed New Yorkers have access to viable career opportunities in healthcare.

B. Context and Purpose of this Project

WDC seeks to support a greater diversity of New Yorkers having access to employment in healthcare, ensuring that the healthcare workforce reflects the diversity of the patient population of the City. Given a particularly tight labor market, employers are indicating openness to experimenting with alternative demonstrations of skill and knowledge, outside of traditional certificate or degree programs. This could open up opportunities, especially for individuals with limited access to traditional higher-educational offerings. In addition, as opposed to occupational trainings targeting discreet jobs, alternative demonstrations of skill-mastery could assess a foundational level of competency important across many occupations, particularly for emerging occupations in population health, thereby creating a portable signifier to employers.

To this end, WDC is interested in supporting efforts to assess and value forms of knowledge and competency outside of traditional credentialing mechanisms and formal educational or degree programs (“Competency-based Assessments”) for NYACH’s Core Competencies (see Appendix C). Competency-based Assessments for key healthcare skills will help individuals seeking employment in competitive healthcare environments to demonstrate mastery and will signal to employers which candidates are prepared with relevant skills, either as a result of education or experience, or both.

C. Project Overview

The WDC is seeking an experienced organization (also referred to as “Proposer” or “Contractor”) to develop and validate multi-modular Competency-based Assessment tools for NYACH’s nine Core Competencies for Today’s Healthcare Workforce (See Appendix C for details).

D. Anticipated Contract Term

It is anticipated that the term of the contract awarded from this RFP will be five (5) months, commencing upon Contractor’s receipt of a written notice to proceed from the WDC. All final deliverables will be due March 31, 2019. The WDC, in its sole discretion, reserves the right to extend or renew the contract for additional periods not exceeding 12 months. The WDC reserves the right, prior to contract award, to determine the length of the initial contract term and each option to renew, if any.

E. Anticipated Available Funding

It is anticipated that the maximum available funding for the contract awarded for this RFP will be **\$115,000**. The funding allocation and final contract amount is dependent upon the availability and appropriation of funds and is subject to change. In addition, the WDC reserves the right to modify the funding allocation in the best interests of the WDC. The contract will be privately funded by the JPMorgan Chase Foundation.

F. Anticipated Payment Structure

It is anticipated that the payment structure for the contract(s) awarded from this RFP will be based on the completion of the following four deliverables:

1. Multi-modular competency-based assessments that ascertain mastery of all nine of NYACH’s Core Competencies for Today’s Healthcare Workforce (see Appendix C) based on the learning objectives defined within each competency.
2. Associated evaluation tools and rubrics.
3. A manual for how to deliver and evaluate the assessments.
4. Validation process with test-takers and employers to ensure efficacy of assessments.

However, the WDC will consider proposals to structure payments in a different manner and reserves the right to select any payment structure that is in the WDC's best interest. WDC will endeavor to accommodate reasonable requests for payment structures that incorporate work performed and the Contractor's allocation, dedication and expenditure of resources. Work performed by the Contractor beyond the scope of this solicitation and the resulting contract award, will not be compensated without WDC's prior approval.

G. Preferred Qualifications

- Proposer has experience designing competency-based assessments.
- Proposer has experience validating competency-based assessments.
- Proposer understands best practices for assessing "soft-skills" and emotional and social intelligence.
- Proposer understands how to translate assessments to valuable employability skills.
- Proposer has experience with written communications (e.g. grant reports, case studies, or other means of communicating program rationale, outcomes, and recommendations).
- Some experience in healthcare preferred.

SECTION III: SCOPE OF SERVICES

A. WDC's Objectives for this RFP

The WDC's objective for this RFP is to award a contract to an appropriately qualified proposer to develop Competency-based Assessments for evaluating mastery of the nine core competencies and associated learning objectives outlined in NYACH's Core Competencies for Today's Healthcare Workforce (Appendix C). The WDC intends for the assessments to be validated by both employers and test-takers.

B. WDC's Assumptions Regarding Contractor's Approach

The WDC's assumptions regarding the approach that will most likely achieve the goals and objectives for this RFP are delineated below. Contractor will be expected to:

- Develop multi-modular assessment tools to assess mastery of nine core competencies and associated learning objectives that are not limited to traditional paper test taking approaches.
- Develop evaluation tools associated with the assessments for reviewers to objectively determine mastery of competencies.
- Validate the assessment tools with test-takers and employers and revise as necessary to ensure efficacy of assessments.

C. Contractor Responsibilities

The Contractor is expected to be responsible for the following services and activities during the contract term:

- **Project Management:** Contractor is expected to be responsible for and the administration of the entire project, as set forth in this RFP.
- **Assessment and Evaluation Tool Development:** Contractor is expected to develop assessments tools for evaluating mastery of NYACH's nine core competencies and associated learning objectives. The assessments should be multi-modular and accessible at a high school reading level. In addition, Contractor is expected to develop associated evaluation tools so a reviewer is able to objectively review the assessments and determine whether mastery was displayed. The assessments are not expected to be limited to traditional test-taking approaches.

- **Manual/Guidelines on Delivery and Evaluation:** Contractor is expected to develop instructions and guidelines on how the assessment and evaluation tools are intended to be delivered and evaluated.
- **Assessment Validation:** The assessment tools should be validated to ensure: 1) the assessment is clear and accurate; and 2) the assessment reflects mastery of the core competencies and competency on the job. This process should be done through a validation phase with test-takers and employers. The validation phase will include a small pilot group of individuals (50+) taking the assessments to ensure the tools are user-friendly and the content is clear, and should include gathering feedback from approximately ten healthcare employers spanning across sectors and identified by NYACH, to ensure the value of the assessment. The assessment tools should be revised and updated based on the feedback gathered during this phase.

D. Intellectual Property

Any and all materials created under any contract that is entered into as a result of this solicitation (the “Work Product”) are the exclusive property of WDC. WDC may use any Work Product prepared by the Contractors in such manner, for such purposes, and as often as it may deem advisable, in whole, in part or in modified form, in all formats now known or hereafter to become known, without further employment of or additional compensation to the Contractors. The Contractors shall not use, transmit, display, publish or otherwise license such Work Product without WDC’s prior written consent. The Work Product shall be considered “work-made-for-hire” within the meaning and purview of Section 101 of the United States Copyright Act, 17 U.S.C. § 101, and WDC is the copyright owner thereof and of all aspects, elements and components thereof in which copyright protection might subsist. To the extent that the Work Product does not qualify as a “work-made-for-hire,” the Contractor hereby irrevocably transfers, assigns and conveys exclusive copyright ownership in and to the Work Product to WDC, free and clear of any liens, claims or other encumbrances. The Contractors shall retain no copyright or other intellectual property interest in the Work Product.

NOTE: This section of the solicitation **DOES NOT** include any materials created by the successful proposer or Contractor **prior to** entering into the agreement with the WDC. Note, however, that the winning proposer will be **required** to provide the WDC an irrevocable, world-wide, royalty-free, non-exclusive, sub-licensable, license to reproduce, translate, publish, use, make derivative works, distribute and dispose of, for governmental purposes, any pre-existing reports, documents, data, photographs, deliverables, and/or other pre-existing materials delivered under any contract that is entered into as a result of this solicitation.

Section IV – Format and Content of the Proposal

Instructions: Proposers should provide all information required in the format below. The proposal should be typed on both sides of 8 ½" X 11" paper. Pages should be paginated. The proposal will be evaluated on the basis of its content, not length. Failure to comply with any of these instructions will not make the proposal non-responsive.

A. Proposal Format

1. Proposal Cover Sheet (Attachment A)

The Proposal Cover Sheet (Attachment A) transmits the proposer’s Proposal to the WDC. It should be completed, signed, and dated by an authorized representative of the proposer.

2. Program Proposal

The Program Proposal is a clear, concise narrative, not to exceed ten (10) pages, not including attachments and references, which addresses the following:

a) Experience (40 points)

Describe the successful relevant experience of the proposer and proposed key staff in conducting the work described in Section III of this RFP. This should involve details, including but not limited to:

- The objectives, overview, and outcomes of any previous competency-based assessments that the proposer developed; and
- The objectives, overview, and outcomes of any previous validation process of an assessment tool.

In addition:

- Attach for each key staff position a resume and/or description of the qualifications that will be required. In addition, provide a statement certifying that the proposed key staff will be available for the duration of the project.
- Proposer should also attach a listing of at least two (2) relevant references, including the name of the reference entity, a brief statement describing the relationship between the proposer and the reference entity, and the name, title and telephone number of a contact person at the reference entity.

b) Organizational Capacity (20 points)

Demonstrate the proposer's organizational capability (*i.e.*, programmatic, technical, managerial and financial) to provide the work described in Section III. Specifically, proposals should address the following:

- Proposer has a sufficient number of knowledgeable, experienced and qualified individuals to carry out the project. Clarify the role that each individual will play on the project.
- List the proposer(s) and key staff members' current projects and any future projects the proposer(s) and key staff members are committed to for the duration of this proposed contract term.

c) Proposed Approach (40 points)

Describe in detail how the Proposer's approach and methods will provide the work described in Section III of this RFP and demonstrate that the Proposer's proposed approach will fulfill the WDC's goals and objectives. Specifically, proposals should how the Proposer will meet the following deliverables:

- Multi-modular competency-based assessments addressing all nine of NYACH's Core Competencies for Today's Healthcare Workforce (see Appendix C) based on the learning objectives defined within each competency.
- Associated evaluation tools and rubrics.
- A manual for how to deliver and evaluate the assessments.
- Validation process with test-takers and employers to ensure efficacy of assessments.

NOTE: The WDC's assumptions regarding the Proposer's approach represent what the WDC believes to be most likely to achieve its goals and objectives. However, Proposers are encouraged to propose an approach that they believe will most likely achieve the WDC's goals and objectives. Proposers may also propose more than one approach. However, if an alternative approach affects other areas of the proposal such as experience, organizational capability or price, that alternative approach should be submitted as a complete and separate proposal providing all the information specified in Section IV of this RFP.

3. Price Proposal (Attachment B)

For the purposes of comparison, Proposers are required to complete and submit the Price Proposal Attachment (Attachment B).

4. Project Timeline

Proposers should provide a schedule for completion of the services required by the contract resulting from this solicitation, including identification of key dates, deadlines or timeframes for research, service completion, and/or submission of deliverables. Final deliverables are anticipated to be submitted no later than March 31, 2019.

Anticipated Contract Start Date: November 1, 2018

NOTE: The selected Contractor must be able to begin immediately upon receipt of a written notice to proceed from the WDC.

5. Acknowledgment of Addenda (Attachment C)

The Acknowledgment of Addenda Form (Attachment C) serves as the proposer's acknowledgment of the receipt of addenda to this RFP which may have been issued by the WDC prior to the Proposal Due Date and Time, as set forth in Section I (B), above. The proposer should complete this form as instructed on the form.

B. Proposal Package Contents

1. Proposal Cover Sheet (Attachment A)
2. Program Proposal (Narrative, not to exceed ten (10) pages, not including attachments)
3. Price Proposal Form, (Attachment B)

Section V – Proposal Evaluation and Contract Award Procedures

A. Evaluation Procedures.

All proposals accepted by the WDC will be reviewed to determine whether they are responsive or non-responsive to the requisites of this RFP. Proposals that are determined by the WDC to be non-responsive may be rejected. The WDC’s Evaluation Committee will evaluate and rate all remaining proposals based on the Evaluation Criteria prescribed below. The WDC reserves the right to conduct site visits and/or interviews and/or to request that proposers make presentations and/or demonstrations, as the WDC deems applicable and appropriate. Although discussions may be conducted with proposers submitting acceptable proposals, the WDC reserves the right to award contracts on the basis of initial proposals received, without discussions; therefore, the proposer’s initial proposal should contain its best programmatic and price terms.

B. Evaluation Criteria

The following criteria will be used to evaluate proposals.

Criteria	Points Awarded
Relevant experience	40
Organizational capacity	20
Proposed approach	40
Total	100

C. Basis for Contract Award

A contract will be awarded to the responsible proposer whose proposal is determined to be the most advantageous to the WDC, taking into consideration the price and such other factors or criteria, which are set forth in this RFP. Contract award shall be subject to the timely completion of contract negotiations between the WDC and the selected proposer. The WDC shall rank proposers by technical merit. The WDC may request best and final offers (BAFOs) and will then consider price by negotiating a fair and reasonable price with the highest technically ranked proposer(s). In the event that such price is not successfully negotiated, the WDC may conclude such negotiations, and enter into negotiations with the next highest technically ranked proposer(s), as necessary.

D. Confidential, Proprietary Information or Trade Secrets

Proposers should give specific attention to the identification of those portions of their proposals that they deem to be confidential, proprietary information or trade secrets and provide any justification of why such materials, upon request, should not be disclosed by the WDC. Such information must be easily separable from the non-confidential sections of the proposal. All information not so identified may be disclosed by the WDC.

E. RFP Postponement/Cancellation

The WDC reserves the right to postpone or cancel this RFP, in whole or in part, and to reject all proposals.

F. Proposer Costs

Proposers will not be reimbursed for any costs incurred to prepare proposals.

G. Applicable Laws

This Request for Proposals and the resulting contract award, if any, unless otherwise stated, are subject to all applicable provisions of New York State Law, the New York City Charter and Administrative Code, the Rules of the City of New York. In addition, contract award is subject to applicable provisions of federal, state and local laws and executive orders, including those requiring affirmative action and equal employment opportunity.

H. General Contract Provisions

Contracts shall be subject to WDC’s general contract provisions, in substantially the form that they appear in “Appendix A—Standard Terms and Conditions” or, if the WDC utilizes other than the formal Appendix A, in substantially the form that they appear in the WDC’s Standard Terms and Conditions.

I. Prices Irrevocable

Prices proposed by the proposer(s) shall be irrevocable until contract award, unless the proposal is withdrawn. Proposals may only be withdrawn by submitting a written request to the WDC prior to contract award. This shall not limit the discretion of the WDC to request proposers to revise proposed prices through the submission of best and final offers and/or the conduct of negotiations.

J. Attachments

Attachment A – Proposal Cover Sheet

Attachment B – Price Proposal Form

Attachment C – Acknowledgment of Addenda

Appendix A – Standard Terms and Conditions

Appendix B – Investigations Clause

Appendix C – NYACH’s Core Competencies for Today’s Healthcare Workforce

END OF RFP

ATTACHMENT A
PROPOSAL COVER SHEET

RFP TITLE: Healthcare Competency-Based Assessment Development
PIN # 2018WDC

Proposer:

Organization Name: _____

Address: _____

Tax Identification #: _____

Proposer's Contact Person:

Contact Name: _____

Title: _____

Telephone #: _____

Email Address: _____

Proposer's Authorized Representative:

Representative Name: _____

Title: _____

Email Address: _____

Signature: _____

Date: _____

If submitted in hard copy, is the response printed on both sides, on recycled paper containing the minimum percentage of recovered fiber content as requested by the WDC in the instructions to this solicitation?

Yes **No**

ATTACHMENT A (Continued)

ATTACHMENT B

PRICE PROPOSAL FORM

RFP TITLE: Healthcare Competency-Based Assessment Development

PIN # 2018WDC

TOTAL PRICE: \$ _____

TOTAL PRICE IN WORDS:

Printed Name of Proposer

Signature of Authorized Representative

Title

PLEASE COMPLETE ITEMIZED BUDGET ON NEXT PAGE

Please Note: In case of discrepancies between the price in words and the price in figures, the price in words will be considered the price.

ATTACHMENT B (Continued)

PROPOSER'S ITEMIZED PRICE PROPOSAL

RFP TITLE: Healthcare Competency-Based Assessment Development

PIN # 2018WDC

In submitting a detailed line item budget and budget narrative, please break costs into the categories detailed below.

Total	
Development of multi-modular competency-based assessments, associated evaluation tools, and manual for delivery of the assessments.	Personnel Services (PS): Other Than Personal Services (OTPS):
Validation of competency-based assessments	Personnel Services (PS): Other Than Personal Services (OTPS):
Total	

ATTACHMENT C

ACKNOWLEDGMENT OF ADDENDA

**RFP TITLE: Healthcare Competency-Based Assessment Development
PIN # 2018WDC [REDACTED]**

Directions: Complete Part I or Part II, whichever is applicable, and sign your name in Part III. All proposers must complete and include this page as part of their proposal package.

Part I. Acknowledgment of Receipt of Addenda

Listed below are the dates of issue for each Addendum received in connection with this RFP:

Addendum # 1, Dated _____, 2018

Addendum # 2, Dated _____, 2018

Addendum # 3, Dated _____, 2018

Addendum # 4, Dated _____, 2018

Addendum # 5, Dated _____, 2018

Part II. Acknowledgement of No Receipt of Addenda

_____ No Addendum was received in connection with this RFP

Part III. Proposer's Name and Authorized Representative

Proposer's Name: _____

Proposer's Authorized Representative:

Name: _____

Title: _____

Signature: _____

Date: _____