



## Workforce Development

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Duluth, Minnesota 55802



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workforcedevelopment  
@duluthmn.gov

### 22-0307 Request for Proposals

#### Intro to Healthcare Careers Facilitator

The City of Duluth Workforce Development Department seeks a vendor to design and deliver Intro to Healthcare Careers workshops, to inform community members about the range of career options in our region's healthcare industry and as a tool to assist with outreach and recruitment for various workforce programs. The Intro to Healthcare Careers Facilitator will be knowledgeable about various in-demand healthcare occupations, as well as healthcare education and training pathways. The Intro to Healthcare Careers Facilitator will also be familiar with training programs and career navigation services available through Duluth Workforce Development and its partners, and will facilitate warm handoff connections for workshop participants interested in starting a healthcare career.

#### Overview of Project Goals

This project is funded by the Minnesota Department of Employment and Economic Development as part of its Pathways to Prosperity program, which seeks to serve participants who are low income and/or who are Black, Indigenous, and People of Color (BIPOC), and have multiple barriers to employment. Participants receive navigation services, wraparound support services, and training culminating in one or more industry-recognized credentials. Our local Pathways to Prosperity program, called Career Pathway Training, is delivered through a partnership between DWD, SOAR Career Solutions, Lake Superior College, Community Action Duluth, and Duluth Adult Education. Our focus is to increase the number of working age adults, especially those who are BIPOC or experience barriers to employment, to post-secondary training leading to industry-recognized credentials. Employers are also key partners, and are engaged in the program at every level.

To inform current and potential jobseekers about the variety of available careers in healthcare, and to assist in recruiting candidates for Career Pathway Training and other federally-funded workforce programs, we intend to offer free workshops in both virtual and in-person formats, in a variety of accessible locations and at a variety of times including evenings, to ensure we reach a broad and diverse audience. Participants in these workshops will learn about the variety of career pathway and training program options. They will also assess their own skills and interests, and determine which pathway best aligns with their employment and education goals. Primary populations of focus for these workshops are those actively seeking employment and/or training, and who are eligible for Career Pathway Training and other workforce programs.

## **Facilitator Responsibilities**

With guidance and oversight from Duluth Workforce Development, the Facilitator will:

1. Design an engaging curriculum that informs workshop participants about the range of healthcare career options and in-demand occupations in our community, including education requirements and entry points.
2. Plan, schedule, and deliver a series of workshops in a variety of locations and at times that are accessible to a diverse range of community members. This workshop should be up to four hours, and offered at least ten times by the end of the contract term. Virtual delivery is an option, but may not be the only delivery format.
3. Include in the curriculum detailed information about Career Pathway Training options and other available workforce programs.
4. Identify and pre-screen workshop participants who are interested in, and potentially eligible for, Career Pathway Training or other workforce development programs and make warm handoff referrals.
5. Prepare quarterly summary reports of all activities and measurable outcomes.

## **Performance Measures of Success**

Facilitator will submit quarterly written reports outlining performance on the following measures of success:

1. The number of workshops delivered, the location, and how many people attended.
2. The number of workshop participants referred to Career Pathway Training and other workforce programs.

After being selected, Facilitator will work with Duluth Workforce Development to create a work plan that includes specific targets for each performance measure.

## **Training and Supervision**

Facilitator will be provided with training on a number of topics, as needed, including:

- Orientation to DWD and partner organizations
- Orientation to Career Pathway Training and other workforce programs
- Existing resources that map out career pathways in healthcare
- Labor Market Information about projected demand, average wages, and other key data points to be integrated into workshop curriculum
- Connection to healthcare employers to help inform workshop content

Ongoing supervision and support for Facilitator will be provided by Elena Foshay, Director of Workforce Development and Betsy Hill, Career Counselor.

### **Timeline and Compensation**

Duluth Workforce Development seeks an individual or organization to design and facilitate Intro to Healthcare Careers workshops, beginning in April 2022 and ending by June 30, 2023.

Facilitator will be paid at a rate of \$55 per hour for a total of up to 95 hours, or \$5225.

Facilitator who will use their car for purposes related to this contract must have a valid driver's license and provide proof of insurance for the vehicle to be used.

### **Eligibility**

Facilitator may be an individual consultant or an organization. In the case of an organization, more than one staff member may serve as the Facilitator, provided they are coordinating efforts. Skill at designing and leading an engaging workshop for adults is essential. Knowledge of or connection to the healthcare industry is a strong preference, but not a requirement. Knowledge of education and training pathways into healthcare careers is also a preference, but not a requirement. If needed, Facilitator will be provided training to increase familiarity with the healthcare industry, as well as available workforce development programs.

### **Application and Review Process**

Interested consultants should submit a proposal that includes specific responses to the following questions:

1. Please provide background and relevant experience. Interested candidates may submit a resume as well.
2. What is your connection to the populations of focus for Career Pathway Training in the Twin Ports region?
3. Please describe your connection to or knowledge of the healthcare industry and related education/training pathways.
4. What would you include in your workshop curriculum?
5. Where would you host workshops? How would you structure them (length, time of day, mode of delivery, etc.)?
6. What is your outreach plan to inform woman and African Heritage/BIPOC communities about careers in construction?

7. What methods will be utilized to identify and engage potential candidates who are women and/or African Heritage/BIPOC individuals for careers in highway-heavy construction?
8. What strategies will be utilized to assist interested individuals in connecting to training, employment, and apprenticeship opportunities?
9. What strategies will be utilized to help support retention in employment and/or apprenticeship among those individuals you assisted?
10. What support do you need from Duluth Workforce Development to be successful?

Questions regarding this request and the scope of work it contains may be submitted to the email address above. Answers to the questions will be posted as an addendum to the RFP

### **Addenda to the RFP**

If the City deems it necessary to revise any part of this RFP before the proposal response date, the City will post an addendum to its website at <https://www.duluthmn.gov/purchasing/bids-request-for-proposals/>. Although an email notification will be sent to those registered to receive them, it is the Bidder's responsibility to periodically check the website for any new information. The City reserves the right to reject or deduct evaluation points for failure to acknowledge addenda.

### **Mandatory Disclosures**

By submitting a proposal, each Bidder understands, represents, and acknowledges that:

1. Their proposal has been developed by the Bidder independently and has been submitted without collusion with and without agreement, understanding, or planned common course of action with any other vendor or suppliers of materials, supplies, equipment, or services described in the Request for Proposals, designed to limit independent bidding or competition, and that the contents of the proposal have not been communicated by the Bidder or its employees or agents to any person not an employee or agent of the Bidder.
2. There is no conflict of interest. A conflict of interest exists if a Bidder has any interest that would actually conflict, or has the appearance of conflicting, in any manner or degree with the performance of work on the project. If there are potential conflicts, identify the municipalities, developers, and other public or private entities with whom your company is currently, or have been, employed and which may be affected.
3. It is not currently under suspension or debarment by the State of Minnesota, any other state or the federal government.

4. If the proposal is being submitted by an organization or business, the company is either organized under Minnesota law or has a Certificate of Authority from the Minnesota Secretary of State to do business in Minnesota, in accordance with the requirements in M.S. 303.03.

The City reserves the right, in its sole and complete discretion, to reject any and all proposals or cancel the request for proposals, at any time prior to the time a contract is fully executed, when it is in its best interests. The City is not liable for any costs the Bidder incurs in preparation and submission of its proposal, in participating in the RFP process or in anticipation of award of the contract.

All materials submitted in response to this RFP will become property of the City and will become public record after the evaluation process is completed and an award decision made.

### **Proposal Submission**

Proposals should be submitted to Elena Foshay, Director of Workforce Development at [efoshay@duluthmn.gov](mailto:efoshay@duluthmn.gov). **Deadline to submit proposals is April 1, 2022 at 4:00pm.** The City reserves the right to reject or to deduct evaluation points for late proposals.

Proposals will be reviewed by a panel that includes staff from Duluth Workforce Development and SOAR Career Solutions, and evaluated based on:

- Familiarity with healthcare sector careers and training programs (30%)
- Outline of proposed workshop approach, including curriculum, times/locations, and methods of engagement (40%)
- Strength of methods and strategies in achieving desired outcomes (30%)

Proposals must be signed by an authorized official. If the official signs the Proposal Cover Sheet attached as Appendix A, this requirement will be met. Proposals must remain valid for 30 days or until a contract is fully executed.

All materials submitted in response to this RFP will become property of the City and will become public record after the evaluation process is completed and an award decision made.

### **Small Diverse Business Information**

The City encourages participation by minority, women, and veteran-owned businesses as prime contractors, and encourages all prime contractors to make a significant commitment to use minority, women, veteran-owned and other disadvantaged business entities as subcontractors and suppliers. A list of certified Disadvantaged Business Enterprises is maintained by the Minnesota Unified Certification Program at <http://mnucp.metc.state.mn.us/>

**APPENDIX A - PROPOSAL COVER SHEET**

**CITY OF DULUTH**

**RFP 22-0307 Into to Healthcare Careers Facilitator**

<b>Bidder Information:</b>	
Bidder Name	
Mailing Address	
Contact Person	
Contact Person's Phone Number	
Contact Person's E-Mail Address	
Federal ID Number	
Authorized Signature	
Name & Title of Authorized Signer	
Email of Authorized Signer	