



## Request for Proposals Association of Farmworker Opportunity Programs AFOP Training Institute March 21, 2024

### Statement of Purpose

The Association of Farmworker Opportunity Programs (AFOP) is seeking bid proposals for qualified trainers to provide training to AFOP member agency staff on the following training tracks:

1. A workforce development training course
2. A professional development training course

Applicants can submit proposals for one or both tracks. Each course requires a separate training plan per the requirements of this RFP. (More information under “Requirements for Proposal Submission”).

### Background Information

- What is AFOP?

AFOP is a 501(c)(3) nonprofit association comprised of 54 member agencies that implement the National Farmworker Jobs Program (NFJP). NFJP is a workforce development training program that provides career training and wrap-around services to migrant and seasonal farmworkers and their families.

- What is ATI?

The AFOP Training Institute (ATI) is a year-long AFOP-sponsored credentialing and training program that launches with an in-person training session at AFOP’s national conference every September, then closes with another live session and certification ceremony at AFOP’s national conference the following September. In the interim, AFOP requires an additional in-person training at a regional training conference for which the time and location (within the United States) have yet to be determined.

Participants enroll in ATI to receive specialized training related to various aspects of their jobs as workforce development professionals who serve farmworkers. In the current

training year, for example, 143 participants are pursuing their certification in case management and career counseling. Other topics of interest have included:

- Workforce Development Track:
  - Motivational Interviewing;
  - Building Employer Support;
  - Job Search, Job Placement, and Job Retention;
  - Outreach & Recruitment;
  - Exit and Follow-up;
  - Data Management: Maintaining Proper Files and Case Notes;
  - Preparing Farmworkers for Successful Careers: On-the-Job Training (OJT) and Other Short-term Training Models;
  - How Best to Serve Farmworkers and their Families;
- Professional Development Track:
  - Burn-out Prevention and Emotional Resiliency for Staff;
  - Better Communication: How to Have Tough Conversations and Respond to Clients in Crisis;
  - How to Network and Build Critical Partnerships;
  - Budget Management & Financial Accountability;
  - Understanding Poverty and Its Effects on NFJP Clients;
  - Leadership: Best Practices for Supervisors;
  - Using New Technology and Media to our Advantage: Remote Case Management, AI, Social Media Outreach, and More.
- How much is registration for ATI and how are payments processed?
  - Historically, ATI classes have cost \$295-\$325 per participant. This cost can be negotiated within reason based on enrollment levels and the amount and depth of the proposed training. AFOP will process the registration fees and issue payments to the vendor.
- What are AFOP's and the ATI vendor's roles and responsibilities?

The responsibilities of each party are as follows:

- ATI vendor:
  - Create marketing materials, such as a flyer announcing to AFOP membership the upcoming year's training topic(s);
  - Register participants;
  - Allow for substitutions if participants leave their job and end their training prematurely;
  - Develop and implement the training plan, to include 10 online or web-based training sessions;
  - Provide in-person training sessions at three separate conferences;
  - Follow-up with any staff who are behind in their assignments and have not satisfied requirements for certification, in coordination with AFOP staff;
  - Organize and present a graduation ceremony for successful participants and provide certificates to all graduates; and
  - Pay his or her own travel costs to two national conferences and one regional conference.

- AFOP (including AFOP staff, AFOP member agencies, and the ATI Committee)
  - Assist the vendor in communicating with AFOP membership, conducting outreach and inviting AFOP members to enroll staff in the training;
  - Assist the ATI vendor in developing course material suitable for the ATI credentialing program, including all necessary manuals;
  - Maintain regular communication with ATI vendor to ensure a properly functioning credentialing program, addressing matters of concern as they arise;
  - Enroll all approved staff and process payments;
  - Notify trainer if a staff person has ended their employment, and, if desired by the member agency, enroll a substitute;
  - Coordinate with the AFOP Conference Committee because of ATI's role in the AFOP national conference. Coordination will include, but is not limited to, registration, meeting rooms, and conference scheduling.
  - Provide a training room and equipment (power point projector) at conferences for the vendor for all required sessions.
- What is the vehicle of the agreement?

Contracting for the Scope of Work is done through a written agreement.

## Scope of Work

- Two in-person training breakout sessions (+two repeat sessions) at the AFOP national conference in Las Vegas, Nevada, September 24-26, 2024.
- A training plan for the year, September 2024-September 2025, to include 10 web-based sessions that add up to 10-15 hours of training. Components of the training plan could include the following:
  - Monthly, one-hour online webinars
  - Pre-assessment
  - Quarterly Homework Assignments
  - Final exam
- Final in-person training (+one repeat session) at the AFOP September 2025 national conference.
- In-person graduation ceremony (including the presentation of personalized certificates for successful participants) September 2025
- Two in-person training breakout sessions at a regional conference, most likely in the springtime or early summer, for new students to join the ATI training and get current.

## Requirements for Proposal Submission

1. Video clip of a live training by the applicant (no more than five minutes in length) submitted along with the application package as a separate link to an online social media and streaming platform, e.g. YouTube;
2. An outline of the applicant's training plan and a detailed description of topics on which the applicant can provide training, specifying whether the training proposed is for a

- workforce development or professional development course;
3. A list of materials included with the training such as books, handouts, or electronic media that will be provided to trainees;
  4. A description of the certification and the requirements to obtain certification;
  5. References from two organizations that have experienced the applicant's training;
  6. Ability to schedule and follow-up with clients;
  7. Ability to keep trainings innovative and interactive, yet professional and structured;
  8. Capability to hold virtual trainings;
  9. Emphasis on real-world application of skills or knowledge developed;
  10. Ability to complete the training from September 2024 to September 2025;
  11. Resumé of lead trainer;
  12. Per student cost of the training.

## Evaluation and Award

The ATI contract for 2024-2025 will be evaluated on the following criteria:

- Responsiveness to the requirements outlined in this RFP;
- Relevant experience and performance;
- Samples of the applicant's work;
- Testimonials from past clients; and
- Quoted per student cost.

AFOP reserves the right to award the opportunity to the applicant that represents the best value, as determined by AFOP. It also reserves the right to make no award if it so chooses.

## Due Date for Proposals

Proposals must be received on or before April 22, 2024. Email all applications to Kendra Moesle, AFOP Director of Workforce Development, at [kmoesle@afop.org](mailto:kmoesle@afop.org). Proposals received after the due date will not be considered. AFOP reserves the right to accept or reject any or all proposals.

## Notification of Successful Proposal and Questions

AFOP expects to notify the applicant submitting the successful proposal by May 15, 2024. Selection will be made by the ATI subcommittee in coordination with the AFOP executive director.

Questions regarding this proposal can be addressed to Kendra Moesle via email at [kmoesle@afop.org](mailto:kmoesle@afop.org) or via telephone at 202-693-3203.

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