Request for Proposals

The National Association of Workforce Development Professionals is seeking Reciprocity Training Providers for the 5 Competencies required for the Certified Workforce Development Professional (CWDP) Credential.
The National Association of Workforce Development Professionals (NAWDP) is the leading association of workforce development professionals in the United States with a mission of enhancing the skills, knowledge, and networking opportunities for workforce development professionals across multiple sectors.

BACKGROUND AND OVERVIEW:
The National Association of Workforce Development Professionals, or “NAWDP,” is organized as a 501(c)(6) association dedicated to:

- supporting the career development of individuals whose work focuses on achieving the employment objectives of job seekers and local businesses;
- setting the standards of excellence against which workforce development professionals are measured; and
- recognizing individual accomplishments and leadership that help advance the industry as a whole.

Additionally, NAWDP works to inform, improve and support the workforce development field through advocacy, partnerships and project work.

In 1999, NAWDP developed and began awarding the Certified Workforce Development Professional (CWDP) credential using technically sound research based on the job requirements of a wide range of workforce development roles. The results have been validated by professionals across the nation in a variety of workforce settings as representative of the skills and competencies required for success in the industry. The CWDP designation offers recipients a nationally recognized and portable credential.

PURPOSE:
As a result of continuous improvement as determined by the NAWDP Board of Directors, NAWDP is seeking Reciprocity Trainers in its awarding of the CWDP credential.

NAWDP is openly requesting proposals for Reciprocity Training Providers to provide training in the 5 Core Competencies identified as the skills required to be successful as a workforce development professional. Successful, documented completion of the training will count as applicants having mastered those core skills required to become a Certified Workforce Development Professional. Those 5 Core Competencies are:

Competency 1 - CUSTOMER SERVICE METHODOLOGY

1. Identifies customer needs and expectations to create positive customer satisfaction.
2. Places appropriate emphasis on “excellence” and “speed of response” in work performance.
3. Positions workforce development programs as a primary community partner in the service area.
4. Understands the essential elements of a helping relationship, including rapport, trust, and mutual respect.
5. Understands who the principal customers of the workforce development system are and treats all with respect.

**Competency 2 - DIVERSITY IN WORKFORCE DEVELOPMENT**

1. Adapts materials and services to address diverse needs of customers.
2. Creates an environment that enables all individuals to contribute to their fullest potential.
3. Identifies and implements innovative methods for delivering services to diverse or special populations.
4. Understands the special employment needs of diverse groups.

**Competency 3 - LABOR MARKET INFORMATION AND INTELLIGENCE**

1. Accesses, analyzes, and uses local, state, and national electronic and non-electronic labor market information delivery systems and databases.
2. Identifies information individuals need, including assessment, in order to make realistic career decisions, and where that information can be found.
3. Provides updated LMI to employers, job seekers, and staff to develop opportunities.
4. Understands basic computer technology used in workforce development.
5. Understands the types of labor market information available and the uses of such information.

**Competency 4 - PRINCIPLES OF COMMUNICATION**

1. Asks questions for clarification.
2. Communicates with internal and external customers.
3. Demonstrates teamwork skills.
4. Demonstrates the skill, ability, and willingness to conduct employment-related workshops.
5. Speaks to single individuals or large groups in order to teach, inform, or persuade.
6. Seeks input/feedback from employers and job seekers.
7. Understands the language used by business and employers.
8. Values and demonstrates public relations skills and marketing skills.
9. Writes case notes, memos, reports, and other correspondence using appropriate grammar, spelling, and punctuation.

**Competency 5 - WORKFORCE DEVELOPMENT STRUCTURE, POLICIES AND PROGRAMS**

1. Demonstrates knowledge of federal, state, and local workforce development programs, funding guidelines, and workforce development codes.
2. Interprets current laws and structure to deliver appropriate services and understands how their own work impacts the system’s goals.
3. Relates public workforce development policy, initiatives, and funding sources with the current system.
4. Understands who the principal customers of the workforce development system are.
**SCOPE OF WORK INCLUDES:**

- Respondent must design and submit a rigorous training curriculum based on the 5 Core Competencies required to become a CWDP.
- All curriculum and training platform(s) must be professional in appearance, technologically secure, and reliable, as well as accessible in accordance with the ADA and Section 188 of the WIOA.
- The course must require an exam/test for each individual competency and/or an overall exam to prove competency knowledge. Testing should evaluate mastery of the competency at the professional/expert level.
- The Reciprocity Training Provider must:
  
  o Submit or provide access to the entire curriculum used for the reciprocity training as part of the response to the RFP.
  o Provide information on the platform in which the curriculum and training will be available and designate whether the training and curriculum will be on-line, in-person or a hybrid approach. Also expound on availability of access for course-takers to the training platform.
  o Produce a certificate of achievement for successful course completers that clearly and uniquely identifies each successful participant. These participants must be able to save or print their certificate, which verifies that s/he has successfully completed the NAWDP 5 Core Competency Areas Training.
  o Provide NAWDP with a listing of individuals (names and email addresses) who have successfully completed the course.
  o Make it clear throughout the training and on the completion certificate that successful completion of the Reciprocity Training does not make someone a CWDP, but it is a part of the certification process, and refer the individual completer to NAWDP for the CWDP application process.
  o Abide by the Terms of Agreement to be a Reciprocity Trainer for the CWDP.

**TERMS OF AGREEMENT:**

- Reciprocity (once granted) is valid for 36 months. NAWDP will issue instructions on how to re-apply for Reciprocity Training at the end of that 36-month period, should reciprocity be offered.
- Trainers must pay a fee of $2,250 to have their training listed on the NAWDP website as an approved Reciprocity Trainer. This fee (averaging $750 per annum) will cover the 36-month approval period.

**SCHEDULE OF ACTIVITIES:**
RFP Released
June 21, 2023

Question and Response Period
June 21-June 30, 2023 – question submissions accepted
July 6, 2023 – responses provided

***All requests must be emailed to rfp@nawdp.org, with the Subject Line: CWDP Reciprocity Training RFP Questions.

RFP Submission Deadline
July 14, 2023

Review and Selection Period
July 15 – July 31, 2023

Notice of Selection
August 1, 2023

Training Provider must have Approved training program available for listing on the NAWDP website
August 31, 2023
INSTRUCTIONS FOR SUBMITTING RFP:

RFP responses should follow the order below and **must** include all requested information for consideration, unless indicated as “optional”: *This is a BLIND REVIEW by the Review Committee. Please refrain from using your organization’s name when providing responses.*

1. Electronic submission of detailed curriculum outline, complete with rich description of the curriculum (inclusive of exercise and knowledge check/test descriptions) for each competency, instructional time estimates for each competency, and a sample of completion certificate.

   *Note: A written acknowledgement will be provided for all proprietary materials submitted for review.*

2. Describe previous experience working in the field of professional workforce training and competency-based curriculum.

3. Describe previous experience in developing and delivering course work in a virtual/online environment.

4. Describe how technical support will be provided for the training and the availability of the support offered.

5. Describe respondent’s experience working with an association or national organization in developing curriculum leading to a nationally recognized credential.

6. Describe the methodology that will be used in building the reciprocity training.

7. Provide a role description and brief bio of all project team members who will contribute significantly to this project, inclusive of professional titles, degrees, and experience.

8. Provide 3 quality work samples or links to existing work.

9. Submit 3 references that can verify experience in Items #2, 3, and 4.

10. Submit a copy of your organization’s:
   - Non-Discrimination in Employment Policy
   - Applicant’s Confidentiality Policy
   - Statement of ADA compliance

**This RFP allows for a three-year contract with the option to renew at the end of the contract for three additional years, if reciprocity remains an option.**
All submissions must be emailed to rfp@nawdp.org with the Subject Line: CWDP Reciprocity Training Providers RFP Submittal by 11:59 PM – Eastern Standard Time, July 14, 2023. The body of the e-mail must include the name of the organization and name of the contact person, with contact information. The RFP document must be submitted as an attachment to the email, with no identifying information (e.g. letterhead, email addresses, logos, etc.).
Submissions will be rated based on the following evaluation criteria:

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<tr>
<th>RFP SCORING MATRIX</th>
<th>Maximum Points</th>
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<tbody>
<tr>
<td>Reciprocity Training Provider</td>
<td>100</td>
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<tr>
<td>Professional Credential Requirements</td>
<td>20</td>
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<tr>
<td>1.1 All Professional Requirements Met (all or no points)</td>
<td>20</td>
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<tr>
<td>Experience</td>
<td>25</td>
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<td>2.1 Experience Developing and Delivering Competency Based Training</td>
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<td>2.2 Experience Developing and Delivering Course work in an on-line virtual environment</td>
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<td>2.3 Experience Delivering Technical Support for coursework and for platform used to host the course</td>
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<td>2.4 Experience Developing and Delivering Curriculum that leads to a nationally recognized certification</td>
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<td>2.5 Experience delivering and reporting outcomes of professional training</td>
<td>5</td>
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<tr>
<td>Methodology</td>
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<tr>
<td>3.1 Methodology Description</td>
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<td>3.2 Curriculum Cross-walk with 5 Core Competencies</td>
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<tr>
<td>Work Samples</td>
<td>15</td>
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<td>5.1 Quality Work Samples (minimum of three)</td>
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<td>5.1.1 Sample 1</td>
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<td>5.1.2 Sample 2</td>
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<td>5.1.3 Sample 3</td>
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ANTI-DISCRIMINATION: By submitting their applications, applicants certify to the NAWDP that they will conform to the provisions of the Federal Civil Rights Act of 1964, as amended, as well as the Americans with Disabilities Act. If the award is made to a faith-based organization, the organization shall not discriminate against any recipient of goods, services, or disbursements made pursuant to the contract on the basis of the recipient’s religion, religious belief, refusal to participate in a religious practice, or on the basis of race, sex, color, national origin, religion, sexual orientation, gender identity, age, political affiliation, disability, or veteran status.

CONFIDENTIALITY OF PERSONALLY IDENTIFIABLE INFORMATION: The recipient assures that information and data obtained as to personal facts and circumstances related to test taker will be collected and held confidential, during and following the term of this agreement, and unless disclosure is required pursuant to court order, subpoena or other regulatory authority, will not be divulged without the individual’s and the agency’s written consent and only in accordance with federal law. Recipients who utilize, access, or store personally identifiable information as part of the performance of this contract are required to safeguard this information and immediately notify the NAWDP of any breach or suspected breach in the security of such information. Recipients shall allow the NAWDP to both participate in the investigation of incidents and exercise control over decisions regarding external reporting. Recipients and their employees working on this project may be required to sign a confidentiality statement.

NONDISCRIMINATION OF SUBRECIPIENTS: An applicant or recipient shall not be discriminated against in the solicitation or award of this contract because of race, religion, color, sex, national origin, sexual orientation, gender identity, age, political affiliation, disability, veteran status, faith-based organizational status, any other basis prohibited by state law relating to discrimination in employment or because the applicant employs ex-offenders unless the state agency, department or institution has made a written determination that employing ex-offenders on the specific contract is not in its best interest. If the award of this contract is made to a faith-based organization and an individual, who applies for or receives goods, services, or disbursements provided pursuant to this contract objects to the religious character of the faith-based organization from which the individual receives or would receive the goods, services, or disbursements, the public body shall offer the individual, within a reasonable period of time after the date of his objection, access to equivalent goods, services, or disbursements from an alternative provider.

PRIME RECIPIENT RESPONSIBILITIES: If approval is granted by the NAWDP to subcontract any portion of this contract, the recipient shall be responsible for completely supervising and directing the work under the contract and all subcontractors that he may utilize, using his best skill and attention. Subcontractors who perform work under this contract shall be responsible to the prime recipient. The recipient agrees that he is as fully responsible for the acts and omissions of his subcontractors and of persons employed by them as he is for the acts and omissions of his own employees.

SUBCONTRACTS: No portion of the work shall be subcontracted without prior written consent of the NAWDP. In the event that the recipient desires to subcontract some part of the work specified herein, the recipient shall furnish the NAWDP the names, qualifications and experience of their proposed subcontractor(s). The recipient shall, however, remain fully liable and responsible for the work to be done by its subcontractor(s) and shall assure compliance with all requirements of the contract.

RECIPIENT AS INDEPENDENT CONTRACTOR: During the performance of this agreement, the recipient shall be regarded as an independent entity and not as an agent or employee of the NAWDP. The recipient shall be responsible for all its own insurance and federal, state, local and social security taxes.