

English for New Bostonians

A Public-Private-Community Partnership

Initiated by Mayor's Office of New Bostonians

REQUEST FOR PROPOSALS # 2: Building Capacity of Emerging ESOL Programs



Mural by Boston Youth Fund Mural Crew - 1996 – *Saturday Afternoon in Jamaica Plain*

With generous funding by:

◆ Anonymous ◆ The Boston Foundation ◆ Citizens Bank ◆
◆ Boston Neighborhood Jobs Trust ◆ Paul & Phyllis Fireman
Foundation ◆ Fleet Charitable Trusts ◆ The Hyams Foundation ◆
◆ Nellie Mae Foundation ◆ New England Regional
Council of Carpenters ◆ State Street Foundation ◆ Verizon ◆

City of Boston



Thomas M. Menino, Mayor

Staffed by:

Boston Adult
Literacy Fund
&

The Office of Jobs and
Community Services

I. Introduction

The English for New Bostonians (ENB) Initiative, a public-private-community partnership of the Mayor's Office of New Bostonians, private funders, and community leaders is requesting proposals from Boston non-profit organizations to increase their capacity to offer English to Speakers of other Languages (ESOL) services. Boston non-profit organizations with little or no prior experience operating ESOL programs may apply for these funds. The central goal of the ENB grant program supported by this Request for Proposals (RFP) is to build and expand the capacity of non-profit organizations in Boston to offer effective and expanded ESOL services.

II. HISTORY AND CONTEXT OF THE ENB GRANTS PROGRAM

English for New Bostonians is one of the products of a far-reaching effort by the Mayor's Office of New Bostonians (ONB) to identify and respond to the most pressing needs of Boston's immigrant communities. In 1999, 150 community activists and leaders participated in a series of community meetings sponsored by the ONB to identify major action agenda items central to the needs of new Bostonians. Key issues identified by the community meetings were the need to increase resources for ESOL and access to ESOL services. ONB then invited Boston community leaders and ESOL providers to develop a citywide response. This group had several meetings organized by ONB, and ultimately developed a workable list of priorities and goals. The priority was to increase ESOL funding to meet three goals: to reduce the waiting list for ESOL programs; improve coordination and communication among providers, and create a city-wide volunteer tutor corps.

To implement this agenda, the ONB, under the leadership of Director Reverend Cheng Imm Tan, initiated a public-private-community partnership to raise the money and supply the vision and structure to make the goals a reality. The English for New Bostonians Initiative (ENB) includes substantial funding from the City's Neighborhood Job Trust as well as in-kind commitments of space from city entities such as the Boston Public Schools. Boston Connects, Inc., the administrative entity for the Empowerment Zone, has also contributed substantial funding. Private funders including the Boston Foundation, Hyams Foundation, Fleet Charitable Trusts, Citizens Bank, The Paul and Phyllis Fireman Fund, Nellie Mae Foundation, New England Regional Council of Carpenters, State Street Foundation and Verizon have offered substantial funding and leadership commitments.

City representatives, representatives of the foundations, and community representatives from the major linguistic groups of Boston newcomers comprise the Oversight Committee of the project that governs the project. The Boston Adult Literacy Fund and the city's Office of Jobs and Community Services, both of which have extensive experience in funding, managing and providing technical assistance to ESOL programs, staff the project along with the Office of New Bostonians. BALF has hired a Project Manager, Kerline Tofuri, who will be the primary staff person for the project. In addition, the ENB program has recruited a Community Advisory Committee (CAC) of ESOL teachers, administrators and former students who play an important role in the development of RFPs, review of proposals and evaluation of programs.

This Request for Proposals is the second program the ENB Project has taken to address these pressing ESOL needs. This RFP will fund organizations with limited or no experience in ESOL so that they can provide ESOL and build their capacity to serve the needs of new Bostonians. This RFP complements a prior RFP that focused on increasing the availability of ESOL slots.

III. DESCRIPTION OF THIS ENB GRANTS PROGRAM

1. Principles and Goals of the ENB Grants Program

English for New Bostonians is a private-public-community partnership initiated by the Mayor's office of New Bostonians. ENB was formed to help new Bostonians attain an English competency that will allow them to reach their goals as parents, workers, and members of the community.

The English for New Bostonian Oversight Committee, ENB Community Advisory Committee, funding community and staff are committed to using our assets to build communities. Although we are providing technical assistance and grants to community-based/ non-profit organizations primarily to increase their ability to offer effective ESOL instruction and expanded ESOL services, we also believe these groups will use their enhanced knowledge, capacity, and experience to help their constituents accomplish additional goals.

Since we are committed to opening access to English acquisition in a way that builds the capacity of communities and hones individual leadership development, we welcome applications from a broad spectrum of community groups. We plan to fund ESOL projects in a wide range of program settings.

2. Program Eligibility

This RFP is designed for groups that meet the following requirements. The program:

- a. Wants to acquire assistance in developing its organizational capacity to provide ESOL
- b. Has limited or no experience in providing ESOL (see appendix for details)
- c. Lacks any MA Department of Education or City of Boston educational funding
- d. Is a non-profit organization
- e. Is sited in Boston and serves primarily Boston residents
- f. Can guarantee that at least 75% of the learners who would be served with its ENB grant would be Boston residents
- g. Serves low-income adults
- h. Offers free or low-cost classes
- i. Must be 501(c)(3) organization, have an application for 501 (c)(3) status pending, or have a fiscal conduit partner with 501(c)(3)status
- j. Must have a governing body
- k. Must have the capacity to keep records and report on learner educational progress and success
- l. Must be able to keep financial records according to standard accounting practices.
- m. Must have an existing ESOL program budget of no more than \$100,000

3. Proposal Guidelines

a. Grant Size

The maximum grant size is \$10,000 per year. Grants will be for one year.

b. Possible Uses for Funding

Proposed program could support one or more of the following activities:

Development of a pilot class
Direct teaching
Curriculum development
Staff development

Planning grant

c. Proposal Preparation

Prepare a narrative of **no more than 8 pages single spaced** responding to the following points: (We strongly suggest you follow the following outline as a guide to writing your proposal.)

1. Needs Assessment (25 points)

- How did you determine the need? Whom did you talk to and what sources of information did you use?
- Describe the specific population for your services (ethnicity, English level, economic and cultural characteristics).
- Describe the neighborhoods your program serves or intends to serve.
- Describe how and why the specific identified population is underserved.

2. Organizational Description (15 points)

- Describe briefly your overall organization: general mission, size of staff, history of services, people served, kinds of programs, total budget, major sources of funding.
- Describe how ESOL services now advances or will advance your mission.
- If your program has **some** experience providing ESOL:
 - Describe your experience providing ESOL services.
 - Describe the impact of your ESOL services in your community.
- If your program has **no** ESOL experience:
 - Describe any related experience providing services to the population you plan to serve (ABE, work with similar populations, occupational skills training or other relevant work.)
 - Describe the impact of those services in your community.

3. Added Value Plan (50 points)

Make your best case for how ENB funding would build the capacity of your organization and would enhance the ability of your program to provide ESOL services. Specifically:

- What is your plan for using this money?
- What are the goals of this proposal?
- How will this plan meet the ESOL needs you have discussed?
- How will you evaluate the effectiveness of your effort?
- What would be the short-term impact of your ability to provide classes to the ESOL students that you have targeted?

- What would be the long-term impact of your ability to provide classes to the ESOL students that you have targeted?
- Who would teach the class? If you offer ESOL services using volunteers, discuss your plans to hire at least one paid staff member with this funding.*
- What kinds of methods and materials do you envision using?*
- How would students be involved in shaping and evaluating their learning?*
- What would be the main learner achievements you would hope to facilitate?*

* Only necessary to answer if applicable to specific proposal.

4. Budget (Forms provided) including forms for match/projected replacement funding (10 points)

5. Budget narrative
6. Program Information Sheet (form provided)
7. Program Diversity form (form provided)
8. Attachments (attached job descriptions for each position proposed for funding and resumes for positions which are filled)

4. Proposal Evaluation

Criteria for Evaluation

Programs will be read by multiple readers and evaluated based on these criteria:

- a. Clarity and compelling nature of needs assessment
- b. Organizational description: clarity and adequate description of assets needed to make proposal work
- c. Value-added plan
 - Ability of proposed plans to expand and build the capacity of the organization
 - Enhancement of short-term capacity to provide ESOL to targeted population.
 - Enhancement of long term capacity to provide ESOL to targeted population
 - Development of quality of ESOL services matched to the needs of proposed population
- d. Budget: Are costs adequately explained? Do cost allocations support the proposal? Is the budget economical in the use of funds?

In some cases, site-visits and/or interviews may be used to deepen our knowledge of a program and its proposed services. Funding decisions, therefore, may be based on a combination of a written proposal and a site visit and/or interview.

5. Reporting and Documentation Requirements for Funded Programs

A. Documentation of Learner Progress (if an ESOL class will be funded by your proposal)

ENB's overall performance criteria for adult literacy programs are:

- documented learner progress toward achieving their goals;
and
- documented learner progress in cognitive and affective areas of learning.

Learners' Goals

We encourage teachers to use the classroom as a place for students to define goals together as a learning community. Each learner would be expected to work with staff to develop her/his individualized set of educational goals in the form of an Individual Learning Plan. Individual Learning Plans should contain individual as well as common class learning goals. Since our focus is on learners' *progress* toward their goals, there is no advantage in restricting learners to narrow, "reachable" goals that can be checked off as "done."

Learners' Skills

As we evaluate program performance, we will look for improvement in learners' English, literacy, and oral communication skills. These cognitive gains should accompany a growth in self-efficacy, or affective gains. Effective literacy programs enhance learners' confidence that they can master educational challenges and fulfill their commitments.

B. Site Visits and Reporting Requirements for Funded Programs

In its selection process and during site visits, the ENB will evaluate the entire program. We will observe at least one class during site visits, and we expect to make at least one visit during the grant period. Information relating to progress toward the predetermined goals for organizational development will be requested during these visits. Confidentiality requests will be respected.

- The reporting requirements include a final report, due 30 days after the end of the grant year. Shorter additional quantitative data will be required on a quarterly basis. Forms for both reports will be mailed to grant recipients.
- The fiscal year of these grants is February 1, 2002 to January 31, 2003. The earliest possible start-up date for all projects is February 1, 2002. Programs may propose a later startup date but not beyond March 1, 2002.

C. Program Documentation

- Programs receiving grants to offer an ESOL class will need to collect information on individual and aggregate learner demographic characteristics and progress, as well as daily attendance and retention rates.
- In managing their finances, programs are expected to follow standard accounting practices.
- Programs are expected to keep records that document the way they meet or are moving toward their goals.

6. Application Timeline and Deadlines

- Proposals **must be hand delivered by 5:00 p.m. on November 30, 2001** at the BALF offices, 3 School Street, Boston, MA 02108. **No proposals or attachments will be accepted beyond this time.**

- **An original and four** copies of the proposal are required. The original proposal must be clearly marked and must contain all required attachments. The Guidelines list the attachments to include with the four other copies.

- The maximum proposal narrative (the response to Needs Assessment, Organizational Description and Value Added Plan) length is eight (8) pages single spaced, excluding Forms and Budget Narrative specified under “Proposal Preparation”. **ENB will not consider proposals with narratives over eight pages single spaced.**

- Unsolicited attachments may be submitted but will not be made available to all readers.

- Programs may submit only one request per program site. However, programs with multi-sites may submit more than one request.

Timeline

- October 26, 2001 - Requests for Proposals are given out at the Grant Seekers’ Forum. The Forum will be held on October 26, 2001, from 10-12 AM at the Boston Public Library, Copley Square, Mezzanine Conference Room. RFPs will also be available online at the Office of New Bostonians web site: <http://www.cityofboston.gov/newbostonians/ENB.asp> or at BALF’s website: www.BALF.net.

- November 2, 2001 5 PM – Letters of intent are due to the BALF office. Faxes are acceptable but we cannot be responsible for faulty fax transmissions. The BALF fax number is 617.720.0253.

- November 30, 2001 5 PM - Proposals are due to the BALF office.

- March 1, 2002 - Tentative earliest possible start-up date.

Contact Person

If you are unsure whether this RFP would fit the needs of your program or if you have questions about the RFP you may call Kerline Tofuri at 617.720.0181

ENGLISH FOR NEW BOSTONIANS BUDGET NARRATIVE

Please provide a budget narrative for all planned expenditures in any category in each of sections
The following questions can be used as guidelines for preparing the narrative.

1. Staff Salaries- For every position listed under the staff salaries section, please attach a job description, a resume, a brief description of their role in the project.
2. Fringe Benefits- Please provide an explanation of how the fringe rate was derived, i.e. what percentage is paid for Health Insurance, FICA, etc.
3. **Operational Costs- Please explain how the planned costs in each of these categories were determined:**

PROGRAM OPERATIONS/EXPENSES

- Program Supplies: What will be purchased, total estimated cost, unit price and quantity?
How does it relate to the program?
- Printing: What will be printed? How many and for what cost?
- Postage: What and how many will be mailed at what cost?
- Dues/Pubs/Subs: What is being purchased at what cost?
- Advertisements: How many at what cost, for what purpose?
- Telephone: How has the telephone cost been determined, i.e., # of lines, percentage of time, etc.?
- Other: What, how has the cost been determined?

TRAVEL

- Local Travel: How many trips, at what cost/trip, and the destinations? Number of MBTA passes?
- Other Travel: Reason for trips, destination, how many trips, and at what cost per trip?

FURNISHINGS & EQUIPMENT

- Equipment Purchase: What is being purchased at what estimated cost? How has this cost been estimated? NOTE: Purchases need prior approval.
- Equipment Rental: What is being rented at what cost per month, for how long?
- Equipment supplies & Repair: What is being serviced?

OCCUPANCY COSTS

- Rent: How was the rent cost determined, i.e., square footage, proportionate to the amount of space occupied by program, etc.?
to the amount of space used by the program, etc.?
- Maintenance: How was the maintenance cost determined, i.e., square footage, proportionate to the amount of space used by the program, etc.?
- Security: What type of security is being purchased, for how long, for what program activities?
- Other: What? How has the cost been determined?

OTHER COSTS

- Insurance: What kind of insurance, at what cost, for what period, covering what activities?
- Indirect Cost Rate: Indirect cost rates are 8% maximum for this grant, regardless of approved rates

English for New Bostonians Program Budget Form

Contact Person: _____ Title: _____

Program Address: _____

Telephone: _____ Fax: _____ Email: _____

Period of Request: From: _____ To: _____

Staff	Position Title	Hourly rate	% Charged to ENB	% to other source	Total Salary

Total Staff Salaries _____ \$

Program Fringe Benefits

Total salaries: _____ Xfringe Rate: % _____ = \$ _____

Program Operational Costs

Expense Classification	Amount	Expense Classification	Amount
Program Expenses		Occupancy Costs	
Program supplies		Rent	
Postage		Utilities	
Printing		Maintenance	
Publications		Other:	
Advertisements		Furnishing & Equipment	
Telephone		Equip. purchase	
Other:		Equip. Rental	
		Equip. Supplies & Repair	

Travel Expenses

Local Travel	
Other Travel	
Subtotal	\$

Other Costs

Insurance	
Audit Fees	
Needs Based Payments	
Miscellaneous	
utilities	
Indirect Costs Rate:	

Total Operational Costs _____ \$

Grand Total (staff salaries+Fringe Benefits+Operational Costs) _____ \$

**English for New Bostonians (ENB)
Program Diversity Form**

	African-American		Asian		Latino		White		Other*		Total	
	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male

Board

Program Staff

Administrators

Support Staff

Volunteers

Adult Learners

TOTAL

Organization: _____

Submitted By: _____

Date: _____

***Please specify population groups:** _____

Examples of Programs That May Apply

This list is meant to help programs decide if applying for this RFP is possible and makes sense for their particular program. It is not meant to be the total list of possibilities.

1. Programs that have provided ESOL but do not have paid teaching staff.
2. Programs that have provided ABE courses but have not provided ESOL.
3. Programs that have provided ESOL but have not been able to secure state or city funding for their programs.
4. Programs that have had paid teachers providing ESOL but lack coordination or curriculum development.
5. Programs with all or heavily volunteer administrative staff.
6. Programs that have offered classes or services such as Family Literacy, Citizenship, Health or other curricula that have had ESOL as components and now want to start classes with ESOL and language acquisition as the primary goal
7. Programs that have sporadically provided ESOL over the years but have not been able to offer classes continuously.
8. Programs that have been offering ESOL tutorial services and now want to develop classroom-based instruction.
9. Others (please call Kerline Tofuri at the BALF office for advice prior to submitting a letter of intent).

We would NOT consider the following programs to be eligible for this funding:

1. Programs that are receiving education funding from the Commonwealth or City or federal government.
2. Programs that have significant resources (with organizational budgets of \$1 million or more) but that are new to ESOL services. (We suggest these programs pursue funding through private funding sources).
3. Programs with ESOL program budgets or more than \$100,000.
4. Programs without a Boston site for their classes.
5. Proprietary schools