



Request for Proposals: Diversity, Equity and Inclusion Strategist for Advanced Mobility Workforce Programs

Background:

As part of Tulsa’s historic [Build Back Better Regional Challenge grant award](#), a coalition of local academic institutions led by Tulsa Community Foundation (“TCF”) is launching three Workforce Programs (“Programs”) that will equip Tulsans with the highest-priority skills for the growing advanced mobility (“AM”) industry. By increasing the capacity and efficacy of local tech education programs through greater use of data, alignment with industry, and coordination across educational institutions, these Programs will prepare the northeast Oklahoma region to build a thriving AM ecosystem. These Programs will bolster the advanced mobility talent pipeline for critical occupations, including engineers, entry-level AM technicians, and manufacturing workers with advanced mobility-oriented skills. All Programs will be administered by experienced “Providers”, including Tulsa Technology Center (“Tulsa Tech”), Tulsa Community College (“TCC”), Oklahoma State University-Tulsa (“OSU-Tulsa”), Oklahoma Manufacturing Alliance (“OMA”), and Madison Strategies Group (“MSG”). Programs will include:

- A new AM Associate Certification Program led by Tulsa Tech, and a separate marketing revamp for existing TCC certification programs;
- A new engineering degree transfer pathway between TCC and OSU-Tulsa;
- An expanded AM-focused manufacturing apprenticeship program led by OMA;
- Robust wraparound services to address racial, gender, and socioeconomic underrepresentation in AM led by MSG.

To ensure that all Tulsans have an opportunity to apply for these Programs, TCF, Providers, and Community Partners (including Black Tech Street (BTS), Tulsa Higher Education Consortium (THEC), George Kaiser Family Foundation (GKFF), Schusterman Family Foundation, and others) will engage in a robust marketing and outreach program designed to reach communities that are currently underrepresented in tech. Each Program will hire a Diversity, Equity and Inclusion Coordinator (“DEI Coordinator”), who will be responsible for:

- 1) Overseeing the integration of all DEI resources in this proposal (wrap-around services, scholarship funds, supplies, tutoring, etc.) within their institution;
- 2) Identifying additional resources available from Community Partners and others sources;
- 3) Ensuring that all students awareness, access, and satisfaction with these resources;
- 4) Working with TCF representatives and DEI Coordinators at other institutions to integrate marketing and recruitment;
- 5) Taking part in designing and implementing new strategies in coordination with the DEI Strategist (see below).

Scope of Work:

To supplement the efforts of DEI Coordinators, TCF and its Partners are seeking to retain a DEI Strategist to review existing policies, develops strategies, and hold workshops to strengthen DEI efforts across these Workforce Programs. In essence, the DEI Strategist will be responsible for creating a comprehensive strategy to integrate and improve upon existing recruitment, retention, and student support efforts. The DEI Strategist will work with institutional leadership, DEI Coordinators, and Partners to implement this strategy. Furthermore, the DEI Strategist will develop and implement a measurement and evaluation plan that incorporates data collected through both quantitative (i.e. surveys, aggregated demographic data, prior educational attainment) and qualitative (i.e. student interviews) methods.

In summary, the DEI Strategist will:

- Develop methods of tracking and measuring key diversity metrics (Year 1) and work with providers, Community Partners, and DEI Coordinators implement these measures (Ongoing)
- Advise TCF on overarching outreach and recruitment strategy that conveys opportunity and accessibility of these programs (Year 1)
- Assess recruitment, support, and retention practices at each institution (Year 1) and periodically advise TCF, Partners, and DEI Coordinators on strategies to improve these practices (Ongoing)



- Hold quarterly workshops with DEI Coordinators to increase community outreach (Ongoing)
- Hold annual workshops with institutional leadership to share findings and suggest strategies for improvement (Ongoing)

The duration of this contract is expected to be four years, subject to an annual performance review conducted by TCF.

Desired Qualifications and Experience:

Respondents to this RFP should have following qualifications:

- Experience leading project management, strategic development, and workshop facilitation to promote diversity, equity, and inclusion
- Experience working directly with individuals from underserved and marginalized communities
- Experience coordinating across multiple stakeholders and diverse organizational cultures (with a particular emphasis in non-profits, higher education, and government stakeholders) to achieve consensus and complete projects
- Knowledge of national best practices to promote diversity and inclusion in educational and/or workforce development programs

Resources and Budget:

This engagement has a total budget of \$120,000 over the four-year period of performance. This includes all necessary travel, event expenses, supplies, and staff time. Costs associated with marketing, collateral development, recruitment events, etc. is not included in this figure.

Submitting a Response:

Responses to this proposal should be no more than 10 pages and must include:

- A stakeholder engagement strategy, including cadence and projected outcomes of any group workshops and convenings
- A measurement and evaluation plan, including identification of any software, data management systems, or other tools to be used



- A timeline of key deliverables, including written Community Engagement and Recruitment Plan, Measurement and Evaluation Plan, and Annual Reports
- Examples of successful previous work conducting evaluation and delivering advisory services on similar complex, multi-stakeholder projects (see Desired Qualifications and Experience)
- A breakdown of anticipated costs by quarter for the four-year period of performance
- Identification and qualifications of key project personnel (does not count towards page count)

Proposals should be sent as a single file in PDF format via email to daniel@tulsainnovationlabs.com no later than **11:59pm CST, February 15th, 2023**. Respondents will receive an email confirmation upon receipt of submitted proposals with a week of submission.

Proposals will be reviewed promptly by TCF and partners and finalist interviews will be conducted in February and mid-March 2023. Respondents will be notified of final decisions by March 15th, 2023. Work will be expected to begin in approximately April, 2023.

All questions related to this Request for Proposal should be directed to Daniel Plaisance, Senior Associate, Advanced Air Mobility at Tulsa Innovation Labs. He can be reached at daniel@tulsainnovationlabs.com.

Evaluation Rubric

Category	Scoring
Organizational Experience <i>Proposer has demonstrated expertise in working on complex, multi-stakeholder projects to increase diversity, equity, and inclusion.</i>	25%
Measurement and Evaluation Plan <i>Proposer's Measurement and Evaluation plan includes specific metrics, a clear implementation plan, and explicit mechanisms to incorporate findings into program design.</i>	30%
Stakeholder Engagement Strategy <i>Proposer demonstrates a commitment to consistently and substantively engaging diverse stakeholders, including partner institutions and program participants.</i>	25%
Key Personnel <i>Key personnel named by the proposer have the experience and qualifications necessary to successfully implement this program.</i>	20%