

GRANT SOLICITATION

Issue Date:	November 4, 2004		
Title:	'Replication of the CHOICE Career Institute'		
Council:	First jobs/First Wages		
Funding:	\$1.4 Million 80% WIA & 20% TANF	Project Expires:	June 30, 2006

DUE DATE:	December 8, 2004; 5:00 PM, Eastern
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1.0 Purpose & Background. The purpose of this Grant Solicitation is to seek applications for projects that replicate the Community High Okaloosa Institutes for Career Education (CHOICE) developed and implemented by the Okaloosa County School District in school year 2003-04. The "Strengthening Youth Partnerships" was a series of statewide meetings attended by more than two dozen representatives of state agencies, nonprofit organizations, the business community and educational institutions committed to youth issues. It was the primary goal of these meetings to develop and implement strategies that forced the collaboration of all local agencies/organizations that serve youth through enhanced communications, coordination and planning. One of the strategies agreed upon by those youth partners during the meetings was to replicate the CHOICE model elsewhere in the state. The First Jobs/First Wages Council agrees and has determined that funding should be allocated to implement this highly successful program at other venues in Florida.

The purpose of this solicitation, therefore, is to seek applications from regional workforce boards for projects that utilize the CHOICE model. The intent is to fund projects that start new career institutes or expand existing career institutes that target one or more of three designated industries – information technology, health sciences and/or construction technology. As described in the "Solicitation for Intent to Offer" for this initiative, regional workforce boards (RWBs) will partner with local school districts and businesses and business groups to ensure the viability and effectiveness of the program. Funding will be provided to RWBs which will manage these projects but WFI's intent is that these projects be truly a local collaboration.

2.0 Funding. Funding for this initiative comes from a pool of \$1.4 million allocated to the First Jobs/First Wages Council and will be a mix of WIA and TANF dollars. It is WFI's intent, if possible, to fund both the best projects out of this 'CHOICE Replication' initiative and the F/F 'Project Connect' initiative which has been issued as a separate Grant Solicitation. All of the \$1.4 million may be used for 'Project Connect' or 'CHOICE' or, preferably, both.

The NFAs that result from this Grant Solicitation will expire on **June 30, 2006**, subject to the availability of funds (see 4.0, Term, below for details regarding the two-year funding, particularly limits on 2004-05 TANF funding).

3.0 Qualifications for Applicants. Only **regional workforce boards (RWBs)** may apply for these grants. This initiative, however, is intended to be a local, collaborative effort with the following **mandatory partners**: a) the local school board(s), including the high school or vo-tech center principals where the CHOICE career center will be started/expanded; b) local businesses or business groups in the area to provide expertise, support and financial assistance; and, c) a partnership with a post-secondary institution (community college, university or technical training institute).

4.0 Term. The projects funded through this grant solicitation will expire on June 30, **2006**, subject to the availability of funds for PY 2005-06 (from July 1, 2005 – June 30, 2006). Funding will be issued on a 50/50 basis, half of the project amount will be funded this year (2004-05) and half will be funded next year (2005-06), again, subject to the availability of funds.

NOTE: Due to limitations on the availability of TANF funding, **ALL** TANF funds that are granted this year (2004-05) **MUST BE SPENT THIS YEAR**, or by June 30, 2005. New TANF funds will be granted for 2005-06, again, based on the availability of funds. The WIA funds that are granted this year (2004-05) do not have to be spent this year.

5.0 Matching Funds. Regional workforce boards **MUST** obtain and document a dollar-for-dollar match for the project amount they submit. In other words, if a RWB is seeking \$100,000 in state-level funds from WFI, it must match that amount with \$100,000 in local funds. Matching funds may come from –

- RWB formula dollars,
- School district or individual schools;
- Participating businesses or business groups; or,
- Any other local source that wishes to contribute financially to the project.

Matching funds can be in the form of cash or in-kind services. ‘In-kind’ services are merely services that are provided to enhance the project at no charge or at discounted charges. In-kind services that are used to meet this match requirement must be described in the application along with the method used to ascertain their (in-kind) value. Matching funds accomplish three things – 1) they help assure the success of a program because the funding party has a financial stake in the success of the project; 2) they allow WFI to get more ‘bang for the buck’ meaning that the project is not totally funded by WFI and, therefore, WFI’s dollars go farther; and 3) they help promote the sustainability of the project because funding has been identified that may continue beyond the term of the WFI-funded project.

Applications that do not include a dollar-for-dollar match will be REJECTED.

6.0 Project Scope of Services. This section provides a detailed overview of the projects that WFI will fund. RWBs should pay particular attention to the requirements listed in this section. Ultimately the NFAs that WFI initiates issued to RWBs for the selected projects will contain language that requires the RWBs to achieve very specific performances.

RWBs will be required to enter into MOUs, agreements or contracts with their local partners to implement this project. To that end, applicants (RWBs) are required to obtain letters of commitment from the mandatory local partners and include those letters with their application. The letters will include the activities and the financial support each of the local partners will provide.

6.1 Basic Tenets of the CHOICE Model. The CHOICE model includes but is not limited to the following tenets:

- The CHOICE model provides a structure for organizing career training to ensure that outcomes focus on viable occupations and industry needs. The sixteen (16) career clusters defined by the U.S. Department of Education provide the foundation for the CHOICE program (see www.careerclusters.org).
- The program is outcome-based to achieve high school diploma and industry certification that properly prepares youth for employment or movement into post-secondary training or college or both.
- A structure for organizing career training that focuses on viable, demand occupations and industry certifications in the areas of information technology, health sciences and/or construction technology.
- Career training should be geared to meet local and national economic indicators. In other words, the decisions as to what curricula are to be offered should be based on current and projected economic conditions relating to wages and job growth at the local level in conjunction with what national wages and job growth data indicate.
- The CHOICE project should utilize existing infrastructure (school facilities, tech centers, business locations) for the training. It is not the intent of this initiative that new infrastructure be developed separate and apart from that which already exists. CHOICE is considered more of an integrated ‘content provider’ within the existing system serving youth. Utilizing existing infrastructure allows students to remain connected to their schools and communities while providing more flexibility integrating technical training and core academics.
- CHOICE is an acronym for the Okaloosa project but it can also signify the choices the students their parents should have available to them in the career institute regarding course selection. Such selection should give students a pathway to employment in a demand occupation or the selection should provide an avenue for articulating to other vocational programs, associate degree programs or even under-graduate degree programs. The curriculum should be based on current industry performance standards and should be developed so there are bridges between these destinations enabling students to shift from one destination to another.
- Career institutes should be available to all students as long as they meet certain minimum standards and have passed the 10th Grade FCAT. At the same time, career institutes should employ methods to recruit and enroll students in targeted groups that historically have had multiple barriers to employment.

- The involvement of local businesses or business groups is an essential part of the CHOICE model. Businesses/business groups must buy in to the project by providing financial assistance if possible and actual work environment opportunities for students to obtain ‘real world’ experience in the discipline they choose.
- Florida’s *Gold Seal Bright Futures* program is marketed through the CHOICE program to students and parents as a means for students to continue training at the post-secondary level and helping assisting such students in meeting the *Gold Seal Bright Futures* program criteria.

6.2 **Workshop.** The Okaloosa School Board has graciously offered to conduct a 2-day workshop for regional boards and a restricted number of their local partners to provide a demonstration of the structure, capacity and operations of the CHOICE career institute. Attendance at this workshop is by invitation only to regional boards that submitted a notice of intent to offer for the CHOICE project and not more than three of their local partners. Space is very limited. An invitation was issued to eligible RWBs under a separate email. The school board staff will not be available to answer questions after this workshop. RWBs that fail to attend the workshop will be at a disadvantage in preparing their applications.

6.3 **CHOICE Implementation Guidebook.** The Okaloosa County School Board has developed a comprehensive plan or ‘blueprint’ for implementation of the CHOICE program. That plan will be provided to regional workforce boards at the 2-day workshop or will be provided by overnight mail to RWBs that do not attend the workshop.

6.4 **Scope of Project.** Each CHOICE replication project will contain the following components:

6.4.1 **Organization/Implementation Plan.** This component will describe the timelines for developing consensus and implementing the project. It will also describe how the ‘CHOICE Franchise Model’ will be replicated to offer a ‘centrally’ managed program that allows each participating school to manage its programs within the rules of the franchise. In addition, this component will describe how the CHOICE program will align itself to the requirements of the *Gold Seal Bright Futures* program. Finally, this component will address how the regional workforce board will play a supporting role by providing needed work experience, internships, referral to post-secondary education and/or job placements.

6.4.2 **Financial Plan.** This component will describe the proposed implementation financial plan and the ongoing financial plan that details sources of funding that continue beyond these grant funds. The CHOICE model is viewed as a ‘best practices’ example not only for its sensitivity to demand-driven concerns, but also because it uses two business structures to address the needed revenue to sustain the program beyond grant funding – the investment by high schools as ‘joint venture partners’ and the use of franchises.

6.4.3 **Business Partnership Plan.** This component will describe the recruitment and involvement of actual business partners in the area through the efforts of the regional workforce board, the school district and economic development organizations. This

component will detail the financial involvement of businesses and the role each will play in the training program.

6.4.4 Marketing Plan. This component will describe how the program will be marketed to students and parents. It will also describe how the program will be *marketed* to the staffs of all the partners – regional workforce boards, school staff and principals and businesses/business groups.

6.4.5 Education Plan. This component is the primary portion of the project and will describe a) the current economic conditions and the methods used to determine those conditions; and, b) needs assessment or ‘gap’ analysis describing the training needed and the methods used for identifying those needs. In addition, this component will,

- It is not the intent of this initiative to merely fund additional students in an existing institute. The intent is clearly to either fund the startup of a new career institute within the parameters described in this solicitation or to fund the fundamental restructuring and enhancement of an existing career institute to replicate the CHOICE model. Using the sixteen (16) career clusters and targeting IT, health sciences and construction, applicants will describe the career institutes that DO NOT currently exist within the school district that will be offered to replicate the CHOICE model or they will describe existing career institutes that will be restructured and enhanced to replicate the CHOICE model. Again, it will not be considered responsive to simply offer to increase the number of students in an existing program.
- If applicable, describe current career institutes and describe if or how they will be modified by using the CHOICE model to offer industry certifications within the targeted career clusters that are of a higher value than those already available.
- Describe in detail how the proposed replication project will focus on and achieve the following outcomes:
 1. High School graduation;
 2. Industry-recognized training certifications;
 3. Pathways to post-secondary education or training;
 4. Job placement and career knowledge;
 5. Achieving a ‘seamless’ pathway between K-12, industry and post-secondary education/training.

6.4.6 Articulation Plan. This component will describe how the project (CHOICE replication program) will systematically move students to the ‘next step’, that is graduation, getting an industry certificate, advancing to higher level education or training, or getting a job.

6.4.7 Facilities Plan. This component will describe how the replication project will meet the philosophy of the CHOICE model relating to the structure of the facilities that make up the program. The CHOICE model is not bricks and mortar but rather a multi-faceted approach that incorporates work-based facilities (using actual business locations),

educational environments that mirror business environments, state of the art equipment and facilities that accommodate students with disabilities. NOTE: These grant funds cannot be used for capital investments so any costs associated with the facilities plan that accrue to equipment, etc. must be borne through local, non-federal funds or donations.

6.5 **Quality Assurance.** Staff from the Okaloosa County School District will provide quality assurance assistance to WFI and grantees as funded projects are implemented. WFI will rely on that support to ensure that project rollout meets the intent of the First Jobs/First Wages Council as expressed in this solicitation. Funding for replication projects may be affected if, in the opinion of Okaloosa County School District staff, the funded project(s) is not being implemented properly. Programs will be awarded CHOICE certification in June 2006 after completing and passing a quality assurance review.

7.0 **Application Submittal Requirements.** RWBs are advised to carefully read and follow these instructions for submitting grant applications. WFI will use an outside team of raters to review and rate applications based on the requirements in this grant solicitation. Attachments I, Application Transmittal Document, and Attachment II, Application, are provided for RWBs to complete and submit as their applications. Using these attachments to submit the application makes it easier for regional boards to prepare their applications (they simply have to fill-in each section), ensures that WFI obtains the information it needs in a consistent format and therefore makes it easier for raters to review and rate the applications.

DO NOT submit a separate application. Use only Attachments I & II to submit your application.

7.1 Copies. RWBs shall submit one original and six (6) copies of their application (both Attachments I & II). The original shall include the signature of the regional workforce board executive director on the “Application Transmittal Document” (Attachment I).

7.2 Twenty-page Limit. Applications (completed Attachments I & II) should not exceed twenty (20) pages. RWBs are also required to submit letters of understanding and commitment from the mandatory partners (see Section 3.0) – these letters do not count toward the 20-page limit on applications.

7.3 Letters. Each application (all 7 copies) must contain letters of support and commitment from 1) the school district(s) involved; 2) the actual school or tech center principal(s) involved; 3) the businesses/business groups involved; and, post-secondary partners. WFI requested letters to be submitted with the Notice of Intent to Offer for this project but the letters submitted with applications in response to this Grant Solicitation, MUST commit the partner to a) the specific activities it will provide during the project; b) the funding it will provide to the project; and, c) any ongoing support, both program and financial, it will provide beyond this grant funding. RWBs are encouraged to use a letter ‘format’ to ensure that these three issues are addressed in each letter.

7.4 Budget. RWBs are required to submit a one-page budget for their project. This budget should reflect –

- Costs. The projected overall costs broken down by 1) administrative costs and 2) direct costs for project implementation and providing services to students.

‘Administrative’ costs would be those costs associated with managing the project; ‘direct services’ costs would be those that involve marketing, curricula development, actual training or mentoring or those types of services provided directly to students. Administrative costs CANNOT exceed 10% of the funds WFI will provide (as an example, if a respondent is seeking \$100,000, it could not spend more than \$10,000 of the WFI funds on administrative costs which would leave \$90,000 for direct costs. Applications that minimize administrative costs will receive a competitive advantage. Administrative costs that are being donated or paid for by other sources are not subject to this 10% limitation.

- Revenue. The budget must list where the revenue for the project is coming from – funds from WFI and matching local funds. Matching funds need to be specific as to source and amount.

This one-page BUDGET **does not** count toward the 20-page limit for applications.

8.0 Rating Applications and Award. Applications will be rated by a committee administered by the Agency for Workforce Innovation (AWI) which shall tabulate scores and submit its findings to Workforce Florida, Inc. After a review of the findings from AWI, Workforce Florida, Inc. will make award decisions and direct AWI to issue award notices. This solicitation may be awarded to a single regional workforce board or WFI may fund several projects. WFI retains the authority to accept or reject any or all applications. NFA(s) will be awarded on a 80% WIA and 20% TANF funding basis. WFI also retains the authority to negotiate terms (i.e., performances, overall cost, cost per participant) with RWB(s) to which it is considering an award and to decline its award if such negotiations prove unsuccessful. The notice of award of this grant solicitation will be e-mailed by AWI to **all RWBs that submit applications**. Awards will be posted on the AWI web site at <http://www2.myflorida.awi/> and will also be posted on the WFI web site at www.workforceflorida.com

If a regional board that submitted an application has not received an email award notice on the tentative date listed below in Schedule of Events, that means the award has not be finalized.

Applications will initially be reviewed to determine that they contain the required letters from mandatory partners. That will be a pass/fail review. If applications do not contain the required letters they may be REJECTED. Applications that include the required letters will be assigned rating points as described below (8.2).

8.1 Letters from Mandatory Partners. ONLY regional workforce boards may submit applications. Regional boards MUST obtain and include letters from the other local mandatory partners. The **mandatory partners** are –

- Local school district(s)
- Specific high school or tech center principal(s)
- Businesses (these businesses should have jobs in one of the three target areas)
- Business groups such as chambers of commerce or economic development councils or business associations supporting the project
- Post-secondary partner(s).

If letters from all required local mandatory partners are not included with the application, the application MAY BE REJECTED.

8.2 Rating Points. Raters will score each application using the range of points for the areas listed below:

<p>Matching Funds (see 5.0, Page 2) There must be a minimum of a dollar-for-dollar match (1:1 ratio of local funds to WFI funds). If, however, RWBs can accrue <i>more</i> local matching funds, the application will receive additional points based on the following scale: Obtain at least 105% local match (would = 105% WFI funds).....1 pt Obtain at least 110% local match (would = 110% WFI funds).....3 pts Obtain a \geq 115% local match (would = \geq115% WFI funds).....5 pts</p>	<p>0 – 5 Points</p>
<p>Administrative Costs (see 7.4, Pages 6 & 7) Does the application include administrative costs that will be paid out of the funds requested from WFI (if so, cannot exceed 10% of the requested amount)? If 10% administrative costs are being requested, the application will receive -0- points in this section. If no administrative costs are being sought (that is if administrative costs are being donated locally or covered by another source of funding), the application will receive the maximum 5 points. Other points will be given as follows: 2% = 4 pts; 4% = 3 pts; 6% = 2 pts; 8% = 1 pt; 10% = -0- pts.</p>	<p>0 – 5 Points</p>
<p>Organization/Implementation Plan (see 6.4.1, Page 4) How does the RWB plan to collaborate with the mandatory partners to accomplish the goals of this initiative? How will the applicant develop and implement a ‘centrally’ managed program? How will the program be aligned to the <i>Gold Seal Bright Futures</i> program? How will the regional workforce board support the program?</p>	<p>0 – 10 Points</p>
<p>Financial Plan (see 6.4.2, Page 4) How solid and realistic is the funding for implementation and how committed is the funding for continuation of the program beyond the grant period?</p>	<p>0 – 15 Points</p>
<p>Business Partnership Plan (see 6.4.3, Pages 4 & 5) Are the methodologies that the applicant will employ reasonable in the context of getting local businesses and businesses groups to buy-in to the program both from a financial standpoint and supporting the program through providing training locales and work experience?</p>	<p>0 – 10 Points</p>
<p>Marketing Plan (see 6.4.4, Page 5) How practical and comprehensive is the marketing plan? Does it contain a mechanism for attracting students that historically have barriers to employment? How does it reach parents? How does it market to the other partners?</p>	<p>0 – 10 Points</p>

Education Plan (see 6.4.5, Page 5) How does applicant propose to define local/national economic conditions? How does applicant propose to identify needs through ‘gap’ analysis? Does the methodology employed to identify the career institutes to be implemented meet the requirements of the USDOE 16 clusters requirements? Will the project be a totally new institute or will it modify an existing institute and what are the methods used to make that decision and how will it be implemented? Are outcomes reasonable and attainable?	0 – 20 Points
Articulation Plan (see 6.4.6, Page 5) Is the articulation plan well thought out? Does it give students and parents reasonable alternatives? Is it flexible enough to allow students to change tracks?	0 – 10 Points
Facilities Plan (see 6.4.7, Page 5 & 6) Does the program that is being offered meet the intent that it be ‘multi-faceted’? Does it use multiple training environments and approaches?	0 – 10 Points
Budget (see 7.4, Pages 6 & 7) Does the budget reflect a good utilization of the financial resources that are being devoted to the project?	0 – 5 Points
TOTAL AVAILABLE POINTS	100 Points

9.0 Schedule of Events. To the extent possible, WFI will adhere to the following timelines:

November 4, 2004 Issue GRANT SOLICITATION

**December 8, 2004
5:00 PM, Eastern** **DEADLINE for receipt of applications**

**December 17, 2004*
(on or about)** Ratings completed and notices of award sent to respondents; contracts will be negotiated with the successful respondents shortly after the award notice is issued.

June 30, 2006 End of Project(s)

*All applicants (RWBs) will receive a notice of award via email from AWI when the award decision is made. In addition, awards will be posted to the AWI & WFI web sites. This date is an *tentative* date of award; if a RWB has not received an email award notice, that means that the award decision has not been made – please do not call and request information regarding the timing of the award.

10.0 DUE DATE for Applications. Applications shall be submitted for *receipt* by AWI at the following address **NO LATER THAN 5:00 PM, Eastern, December 8, 2004.** Send applications to
**Agency for Workforce Innovation
MSC 200, Caldwell Building
107 West Madison Street
Tallahassee, Florida 32399-6545
ATTN: Laura McKinley**

Facsimiles and e-mail applications are not allowed.

11.0 Point of Contact. The point of contact for questions regarding this grant solicitation is –

Mike Johnson	Workforce Florida, Inc.
E-mail	mjohnson@workforceflorida.com

Application Transmittal Document

‘Replication of the CHOICE Career Institute’

In consideration of the requirements specified in this Grant Solicitation titled, “Replication of the CHOICE Career Institute”, as issued by Workforce Florida, Inc. (WFI) on November 4, 2004, or as may have been amended by WFI, the undersigned submits the enclosed application. The undersigned understands and agrees that where there may exist or develop a discrepancy between this application and the grant solicitation issued by WFI, the grant solicitation will take precedence over the application.

1. Region Number:	
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2. Name of Contact Person Contact Phone # Contact Fax # Contact Email Address:	
3. Printed Name of Executive Director:	
4. Executive Director’s Signature:	
5. Date:	

NOTE: This signed Application Transmittal Document *MUST* be submitted with the application.
The deadline for *receipt* of applications is 5:00 PM, Eastern, December 8, 2004

FUNDING REQUEST

1. Amount of Funds Requested from WFI:	\$
2. Amount of Local Match Funds: (must be equal to or greater than funding request amount)	\$
3. Percent of Local Match: (must be equal to or greater than 100%)	%
4. Total Number of Students to be Served:	
5. Cost per Student: (Amount Requested ÷ Number of Youth Served)	\$ /Student ¹

REMINDER: Attachment II, Application, must be completed and submitted with this Application Transmittal Document along with letters from local mandatory partners *and* a one-page BUDGET document. Attachments I & II cannot exceed 20 pages; letters from mandatory partners and the one-page budget do not count toward this 20-page limit.

¹ WFI understands that most of the funding being provided will not go to direct services to students. This cost/student however is a measure that WFI may use to assess overall return on investment. Cost/student is not rated as a separate item.

APPLICATION

Attachment II

‘Replication of the CHOICE Career Institute’

This ‘Application’ document must be completed in full and submitted with – 1) Attachment I, Application Transmittal Document; 2) letters from all mandatory partners; and, 3) a one-page budget document. This document is intended to be used as the application. DO NOT submit a separate application – applications must be submitted on these attachments. Attachments I & II cannot exceed 20 pages. Attachments I & II should be completed as electronic documents, then printed and signed and submitted to the address listed in Section 10.0. Seven (7) copies of the application package must be submitted with one containing an original signature. RWBs are not required to but may submit additional information with their applications as long as Attachments I & II plus the additional information DO NOT exceed 20 pages.

1. Region Number:		1.a. Region Name:	
1.b. County(ies) Being Served:			

2. CHOICE Replication Project:	
In this section applicants will provide specific information regarding the program to be funded. Each blank for the program MUST be answered. Failure to input information in each of the areas below for the program may result in the application being denied.	
2.a. Title of the program. (indicate which of the 3 target areas does it meet – IT, health sciences, construction; also indicate which of the 16 USDOE clusters this project addresses)	
2.b. Within the three targeted clusters, identify the occupations the career institute will focus on (see www.careerclusters.org for occupations within each cluster)	
2. c. Number of students projected to be enrolled.	
2.d. Indicate whether this career institute will be a new startup project or if it will modify an existing career institute.	

3. Matching Funds (see 5.0, Page 2 and 8.2, Page 8):
The RWB submitting this application will use this section to list the local matching funds required for this project. The TOTAL amount of matching funds and the % (must be at least 100%) of grant funds represented should be included in Attachment I.)
 (RWBs may delete or add rows if necessary depending on the # of sources of matching funds)

Source	Amount	‘X’ if Cash	Describe if In-Kind (List how the ‘value’ was determined)
	\$		
	\$		
	\$		
TOTAL	\$		

4. Administrative Costs (see 7.4, Pages 6 & 7 and 8.2, Page 8):

If the regional workforce board submitting this application is seeking administrative funds (cannot exceed 10% of the overall amount requested), the percentage (%) of admin costs being requested must be indicated here. NOTE: RWBs requesting lower than 10% or no administration costs will receive a competitive advantage.

Response (indicate the % of admin costs, if any, being requested):	%
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5. Organization/Implementation Plan (see 6.4.1, Page 4 and 8.2, Page 8)

In this section RWBs will provide a detailed plan that describes the roles of each of the mandatory partners to accomplish the goals of this initiative. How does the program align itself with the *Gold Seal Bright Futures* program? How will the RWB support the program? Flowcharts can be inserted in the box or attached as long as such attachments do not cause the overall application (Attachments I & II plus attachments) to exceed the 20-page limit.

The box below for the response will expand as the plan is input.

Response:

6. Financial Plan (see 6.4.2, Page 4 and 8.2, Page 8):

This section should describe the financing available for implementation of this project as well as ongoing financing beyond the term of the grant. RWBs should describe the two business structures – investments by high schools as joint partners and the use of franchises – for program sustainability.

The box for the response below will expand as the project description is input.

Response:

7. Business Partnership Plan (see 6.4.3, Pages 4 & 5 and 8.2, Page 8):

Describe how the school district, RWB and economic development agencies will work together to garner business involvement and support. Describe the business partnerships that have already pledged support and describe each business partner's role in the project.

The box for the response below will expand as the project description is input.

Response:

8. Marketing Plan (see 6.4.4, Page 5 and 8.2, Page 8):

How will the program be marketed to students and parents, specifically to overcome the stigma of career-technical education? How will the program be marketed to the local partners – school district staff, principals, businesses?

The box for the response below will expand as the project description is input.

Response:

9. Education Plan (see 6.4.5, Page 5 and 8.2, Page 9):

This section describes the *methodologies* that will be used to a) designate the programs that will be offered (what kind of labor market research has been or will be done); ensure that the program is outcomes based; and, c) developing new career institutes or restructuring existing institutes that address the intent of this initiative.

The box for the response below will expand as the project description is input.

9.a. Has local research validated the demand occupations that will be the focus of the career institutes? Describe that validation.

Response:

9.b. Has a needs assessment or ‘gap’ analysis been done? If so, describe.

Response:

9.c. Using the 16 career clusters defined by the USDOE, describe in detail the career institute being offered using the CHOICE model.

Response:

9.d. Give an overview of existing career institutes to include a brief description of the methods used for establishing them. If any existing career institute will be modified for this project, please provide a detailed explanation.

Response:

9.e. Discuss the methodologies that will be employed to achieve the intended outcomes – HS graduation, attainment of industry certification, matriculation to post-secondary education/training, job placement, seamless pathway from K-12 to beyond.

Response:

10. Articulation Plan (see 6.4.6, Page 5 and 8.2, Page 9)

Discuss the articulation plan for moving students to the appropriate ‘next step’ as delineated, but not limited to the outcomes listed herein.

Response:

11. Facilities Plan (see 6.4.7, Pages 5 & 6 and 8.2, Page 9)

Discuss how the school district will use the philosophy outlined in the two sections above (6.4.7 & 8.2) to identify appropriate space for the program.

Response:

12. Budget (see 7.4, Pages 6 & 7 and 8.2, Page 9):

Attach a one-page budget showing 1) where the funds are coming from (amounts & sources) to fund this project – that will include local matching funds and WFI funds; and 2) how the funds are projected to be spent – this part of the budget should differentiate between projected expenditures for *direct services* to the project and *administrative costs* (those costs associated with the ‘management’ of the project).

13. Letters from Mandatory Partners (see 7.3, Page 6 and 8.1, Page 7):

Attach letters from each of the mandatory partners. Each letter should be on the organization’s letterhead and should be signed by an officer of the organization. Each letter must describe with specificity the partner’s role in the project and financial commitment, if applicable, to the project. All partners that are listed as sources for matching funds **MUST** list their financial contributions in the letters to be attached.

DUE DATE: 5:00 PM, Eastern; December 8, 2004