

Scope of Work (SOW)

Apprenticeship Outreach

Please use this form to submit your proposal for the Apprenticeship Outreach program through Idaho Workforce Development Council.

Note: Contract will run through October 1, 2020 (or sooner) – June 30, 2021.

1. Service location(s) – Services must be delivered in-part in person but may also employ online/virtual methods as needed in the State of Idaho. The successful bidder must have the primary contact(s) for the contract located in Idaho. Bidders may propose a distributed staffing model based on existing infrastructure (i.e. offices) in the six regions of Idaho (see attached map) or include a travel budget for the primary contact to deliver services in each region, as needed.

Primary Contact's Physical Location:

Proposed Structure of Delivery Model:

How will your model achieve equitable delivery throughout the state of Idaho? Please make note of your model's flexibility based on the unpredictability of COVID-19 in the coming months.

2. Restrictions on when/how services can be provided – services must accommodate the schedule of the intended audiences.

How will your program accommodate varying schedules of your intended audiences within your model (for example: the school day)?

3. Required Deliverables (note – “service delivery area” refers to the six regions of Idaho):

	Activity	Relevance	How Success Will Be Measured
3.1	Advocate for and promote all Registered Apprenticeship through statewide outreach: <ul style="list-style-type: none">• in the schools• creating and maintaining strong relationships with counselors and career advising staff• including parents• using digital strategies to support upcoming and recent activity, or where physical presence is impossible.	Increasing Registered Apprenticeships have been set as a priority by the Idaho Workforce Development Council. Lack of awareness has been identified as a major obstacle to increasing this pathway to success for Idahoans.	<ol style="list-style-type: none">1. Increase of Registered Apprentices2. Number of, geographic range, and attendance at opportunities such as events promoting apprenticeship3. Number of counselors/career advisors in communication4. Reach and demographic of digital marketing efforts5. Diversity of industries represented in marketing materials6. Materials produced to promote apprenticeship

- Through digital strategies to support upcoming and recent activity, or where physical presence is impossible?

Metrics. Describe your program's goals:

- How will your program increase the number of Idahoans engaged in Registered Apprentices?

- Describe the number of, geographic range, and attendance at opportunities such as events promoting apprenticeship:

- What materials do you intend to produce to promote apprenticeship?

	Activity	Relevance	How Success Will Be Measured
3.2	Advocate for Youth Apprenticeship programs throughout Idaho through strong partnership with Idaho Business for Education, Idaho Department of Labor, and Career & Technical Education, and in-person and digital efforts specifically targeting these opportunities.	Anecdotally the average age of an apprentice in Idaho is 27. Showcasing opportunities to Idaho's youth provides them another viable pathway to success.	<ol style="list-style-type: none"> 1. Quarterly meetings with IDOL, CTE and IBE on the topic of apprenticeship expansion / regular correspondence between meetings 2. Increase of youth apprentices 3. An integrated marketing plan with Idaho Business for Education's Youth Apprenticeship Program 4. Number of, geographic range, and attendance at opportunities such as events promoting apprenticeship to youth 5. Contacts with career advisers and counseling staff in Idaho's schools tagged with Youth Apprenticeship 6. Materials produced to specifically highlight Youth Apprenticeship 7. Targeted digital campaigns focused on educating parents on Youth Apprenticeship

Describe in detail and provide examples of how you will meet the requirements of Section 3.2.

How will your program advocate for Youth Apprenticeship programs throughout Idaho through strong partnership with Idaho Business for Education, Idaho Department of Labor, and Career & Technical Education, and in-person and digital efforts specifically targeting these opportunities?

Will you have quarterly meetings with IDOL, CTE, and IBE on the topic of apprenticeship expansion/regular correspondence between meetings?

Yes

No

How will your program measure an increase of youth apprentices based on your work?

How will your program track and report on the number of, geographic range, and attendance of opportunities such as events promoting apprenticeship to youth?

How will your program track and report on contacts with career advisers and counseling staff in Idaho's schools?

How will your program track and report on distribution of materials highlighting Youth Apprenticeship?

How will your program track and report on targeted digital campaigns focused on educating parents on Youth Apprenticeship?

3.3	Align with state efforts to advocate for apprenticeship in Idaho.	Idaho Workforce Development Council, Idaho Career & Technical Education, and Idaho Department of Labor are all working to advocate for apprenticeship in Idaho. These efforts need to support and amplify agency outreach.	<ol style="list-style-type: none"> 1. Attend Idaho Workforce Development Council's Apprenticeship Committee meetings 2. Adopt state produced content such as nextsteps.idaho.gov in marketing materials 3. Meet quarterly with Idaho Department of Labor Apprenticeship coordinators, and correspond regularly 4. Invite nearby representatives from Idaho Department of Labor, Idaho Workforce Development Council, Career & Technical Education, and Idaho Business for Education to outreach events
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Describe in detail and provide examples of how you will meet the requirements of Section 3.3.

How will your program align with state efforts to advocate for apprenticeship in Idaho?

Will your program attend Idaho Workforce Development Council's Apprenticeship meetings?

Yes

No

How will your program adopt state produced content such as nextsteps.idaho.gov in marketing materials?

Will your program meeting quarterly with Idaho Department of Labor Apprenticeship coordinators, and correspond regularly?

Yes

No

Describe:

Will your program invite nearby representatives from Idaho Department of Labor, Idaho Workforce Development Council, Career & Technical Education, and Idaho Business for Education to outreach events?

Yes

No

Describe:

3.4	Connect highly interested individuals with most efficient pathway to becoming an apprentice.	An interested individual can easily lose that interest if the process becomes arduous, unorganized, or prolonged.	<ol style="list-style-type: none">1. Number of leads that are converted to apprentices.2. Explanations for leads that fall of that are outside of your range of effect.3. Efficiently connect interested apprentices with the appropriate contact.4. Ensure interested apprentices <u>are connected with</u> any programs they might be eligible for.
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Describe in detail and provide examples of how you will meet the requirements of Section 3.4.

How will your program connect highly interested individuals with the most efficient pathway to becoming an apprentice?

How will your program track and report the number of leads that are converted to apprentices?

How will your program report on and provide explanations for leads that fall outside of your range of effect?

How will your program efficiently connect interested apprentices with the appropriate contact? Describe the flow of your pipeline:

How will you ensure interested apprentices are connected with supportive services and/or other programs they might be eligible for?