

REQUEST FOR PROPOSAL

1. Summary and Background

SourceLink is currently accepting proposals to develop and design an educational curriculum in entrepreneurship for economic developers

Communities across the country have been steadily working on increasing their efforts in entrepreneurship-led economic development for the past several years to increase economic activity and regional resiliency, yet no certification program exists to create a common terminology between economic development professionals around entrepreneurship. A certification program can provide a national platform to provide a basic understanding across economic developers of the needs of and methods of support for business creation and early-stage growth.

The purpose of this Request for Proposal (RFP) is to solicit proposals from various curriculum developers, conduct a fair and extensive evaluation based on criteria listed, and select the candidate who best fits this project.

About

Research by the Kauffman Foundation demonstrates that companies younger than five years are creating the net new jobs in regions across the country. It is imperative that systems be put into place to assist economic development professionals, community builders, and entrepreneurial support organizations in working closely together as they build the infrastructure for entrepreneurs to thrive. Augmenting America's existing economic development structure to highlight and support nascent entrepreneurs will add jobs in communities that range from urban to rural and encourage entrepreneurial development in disconnected and underserved communities.

In the Midwest, the need to support entrepreneurship is heightened by the recent flooding in Nebraska, Kansas and Missouri. Research shows that natural disasters create difficult situations and as such they also create opportunities for individuals to create value, which in turn can lead to accelerated recovery and reconstruction.

The University of Missouri – Kansas City Innovation Center through its SourceLink program has received funding to research and develop a new certification program for economic developers in entrepreneurship. In partnership with the International Economic Development Council, this program would support economic developers in promoting job growth and expansion in a variety of ways, supporting manufacturers and communities impacted by natural disasters and restructuring as well as supporting new job-driven skill development, improving capital for small- and medium-sized and ethnically diverse enterprises and encouraging high-growth businesses and innovation-based entrepreneurs to compete in global markets.

This curriculum is being developed by UMKC Innovation Center in collaboration with the International Economic Development Council. IEDC will further the initiative through on-going content development, training the trainers, the creation of a robust marketing strategy and supporting the delivery of in-person and online courses. The project is being funded by the Department of Commerce Economic Development Administration and the Kauffman Foundation.

The program will be piloted in Omaha, NE or Kansas City, MO to allow training to be as close to distressed areas as possible.

This program will increase the capacity of many regions to promote job creation and private investment in the regional economy through new business creation and support distressed areas in economic recovery.

About SourceLink

Through its SourceLink program, UMKCIC has been working with economic developers in cities and regions across the United States. SourceLink has helped identify communities' entrepreneurial resources and strengths to improve their value, impact and visibility. The idea: improve entrepreneurs' access to the vital, just-in-time, on-the-ground resources they need to accelerate their ideas and turn those into sustainable businesses that create jobs. Founded in 2003, SourceLink works across the country to turn fragmented small business resources into cohesive and vibrant entrepreneurial ecosystems that attract startups, accelerate business growth, create jobs, and develop sustainable partnerships.

SourceLink's work across the country provides ready access to best practices. The SourceLink team speaks widely at national and international conferences on the subject and has recently released "Beyond Collisions: How to build your entrepreneurial infrastructure," a book that lays the basis for an understanding of building entrepreneur support environments.

2. Proposal Guidelines

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until 5 p.m. CST Feb. 5, 2020. Any proposals received after this date and time will not be accepted. All proposals must be signed by an official agent or representative of the company submitting the proposal.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

All costs must be itemized to include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by University of Missouri-Kansas City legal department and will include scope, budget, schedule, and other necessary items pertaining to the project.

3. Project Purpose and Description

The purpose of this project is as follows:

There is a movement in community development toward entrepreneurship-led economic development (ELED). This movement has given rise to the idea of developing entrepreneurial ecosystems in communities, to complement efforts in attraction and retention. This approach requires specialized knowledge, skill sets and intentional activity for economic development professionals. It is imperative that support systems be put into place to assist economic development professionals, community builders and entrepreneurial support organizations to begin to build the infrastructure for entrepreneurs to thrive. A certification track is a good start towards that end.

The proposed intensive course with offline and online components is designed to offer a more inclusive and holistic approach to economic growth. ELED provides an opportunity for economic developers, community

leaders and entrepreneur support organizations (ESOs) to take full advantage of the sustainable growth created by their existing business base and startups. It is designed to build into IEDC's existing professional development course work for its Certified Economic Developer (CEcD) designation as well as to be offered as a stand-alone for community developers and ESOs.

This request is to complete research, planning and curriculum development and evaluate the new course(s) through a first pilot program and to determine how the new curriculum interfaces with existing IEDC curriculum: Entrepreneurial & Small Business Development and Economic Development Finance programs.

After the pilot is complete, IEDC will utilize the new curriculum and continue to ensure that the content meets the needs of those who take the courses and earn the certificate. IEDC will develop a certification test and provide ongoing support for market research, content development, training the trainers, the creation of a robust marketing strategy and support for the delivery of in-person and online courses.

4. Project Scope

This project will focus on researching and developing an educational program on entrepreneurship-led economic development for economic developers.

The scope of this project includes the following:

- Review existing resources available for new curriculum development
- Determine copyright protection, permissions, use restrictions of any existing resource(s)
- Obtain permission(s) from any existing resource(s) to be used in existing or new curriculum
- Summarize key findings of focus groups (already conducted)

- Review and suggest changes to one existing IEDC course
- Review two courses provided through IEDC by National Development Council
- Define new content needed for IEDC existing courses

- Write overall goals for new curriculum and well-defined learning outcomes
- Determine optimum format for new curriculum (2-day or 4-day in person; online; hybrid – 12-20 hours of instruction anticipated)
- Edit existing IEDC content to adapt to curriculum
- Write any content that does not currently exist, as well as content to supplement and introduce existing content
- Secure and write/edit case studies that correspond with each course (at least two case studies per course)

- Develop plan to pilot new curriculum
- Prepare final draft of new proposed curriculum
- Prepare draft PowerPoint presentations for each course along with instructor notes
- Prepare draft instructor's guide on how to teach the course using learning outcomes.

- Pilot curriculum; make course adjustments
- Finalize manual, PowerPoint presentations and instructor guides

For purposes of providing comparable bids, please use the following specifications:

- Project planning
- Research of existing resources
- Review of focus group results and short report
- Existing IEDC curriculum review
- New curriculum development
- Development of PowerPoint presentations and instructor's guide
- Facilitation of pilot workshop

This project does not include:

- Production of workshop materials
- Recruitment or marketing for workshop

5. Request for Proposal and Project Timeline

All proposals in response to this RFP are due no later than 5 p.m. CST February 5, 2020.

Evaluation of proposals will be conducted from February 6-February 14, 2020. If additional information or discussions are needed with any bidders during this window, the bidder(s) will be notified.

The selection decision for the winning bidder will be made no later than February 14, 2020.

Upon notification, the contract negotiation with the winning bidder will begin immediately. Contract negotiations will be completed by February 28, 2020.

Notifications to bidders who were not selected will be completed by February 28, 2020.

Project planning phase must be completed by March 6, 2020. Project planning phase will determine the exact timeline/schedule for the remaining phases of the project.

Project Timeline:

Completion Date	Activity
Feb. 5	Proposals due
Feb. 14	Selection of successful bidder
Feb. 28	Contract negotiations complete
March 6	Planning phase complete/timeline revised
March 27	Complete review of existing resources for curriculum development/determine permissions needed for usage as appropriate
March 27	Complete review of existing research and focus group feedback; compile short summary report with key findings
March 27	Complete review of existing IEDC entrepreneurship course and courses presented by National Development Council: <ul style="list-style-type: none"> ○ Eship & Small Business Development (IEDC) ○ Credit Analysis (NDC) ○ Finance Program (NDC)
April 30	Draft goals and learning outcomes for curriculum; all research complete
May 15	Determine best format for new curriculum (series, online, hybrid)
May 15	Obtain permission to use existing materials as needed
May 29	Provide recommendations for changes/updates to IEDC Eship & Small Business Development course
June 15	Present final outline of new curriculum

June 30	Review of curriculum outline by advisory board
July 31	Develop pilot curriculum including course manual
July 31	Edit existing content to adapt to curriculum
July 31	Write any content that does not currently exist
Aug. 28	Write/edit case studies (at least two per course)
Aug. 28	Prepare draft PowerPoint presentations for each course with instructor notes
Aug. 28	Prepare draft instructor's guide on how to teach course using learning outcomes
Sept. 25	IEDC Board and committee review
Oct. 30	Pilot test curriculum
Oct. 30	Prepare report on results of pilot for IEDC board approval
Nov. 20	Finalize manual, agenda, PowerPoint presentations and instructor guides

6. Budget

All proposals must include proposed costs—not to exceed \$35,000 in total—to complete the tasks described in the project scope. All costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted.

NOTE: All costs and fees must be clearly described in each proposal.

7. Bidder Qualifications

Bidders should provide the following items as part of their proposal for consideration:

- Description of experience in successfully completing similar projects
- Description of experience in entrepreneurship
- Description of experience with IEDC certification process
- List of how many full time, part time, and contractor staff in your organization
- Examples of 3 or more similar projects implemented by your organization
- Testimonials from past clients
- Anticipated resources you will assign to this project (total number, role, title, experience)
- Timeframe for completion of the project
- Project management methodology

8. Proposal Evaluation Criteria

University Center Program staff will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- Overall proposal suitability: proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner
- Organizational experience: Bidders will be evaluated on their experience as it pertains to the scope of this project
- Previous work: Bidders will be evaluated on examples of their work as client testimonials and references
- Value and cost: Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project
- Technical expertise and experience: Bidders must provide descriptions and documentation of staff technical expertise and experience

Each bidder must submit two copies of the proposal to the address below by February 5, 2020 at 5 p.m. CST:

University of Missouri-Kansas City

SourceLink

Attn: Kate Pope Hodel

4747 Troost Ave.

Kansas City, MO 64110

Or email khodel@joinsourcelink.com