



Request for Proposals (RFP):

Project Title: Community Health Center Equity in Health Care Workforce Development Program

RFP Released: March 21, 2022

Questions Due: March 30, 2022

FAQ Release: April 6, 2022

Proposals Due: April 20, 2022

Contact Information

Development and Innovation Division, NACHC

All Inquiries: partnership@nachc.org

Organization Overview - The [National Association of Community Health Centers](https://www.nachc.org/) (NACHC) was founded in 1971 to “promote the provision of high quality, comprehensive and affordable health care that is coordinated, culturally and linguistically competent, and community directed for all medically underserved populations.”

NACHC:

- Serves as the leading national advocacy organization in support of community-based health centers and the expansion of health care access for the medically underserved and uninsured.
- Conducts research and analysis that informs both the public and private sectors about the work of health centers, their value to the American health care system and the overall health of the nation’s people and communities – both in terms of costs and health care outcomes.
- Provides training, leadership development and technical assistance to health center staff and boards to support and strengthen health center operations and governance.
- Develops partnerships with the public and private sectors to build stronger and healthier communities and bring greater resources to and investment in community health centers.

Purpose - The importance of attracting and retaining a diverse, capable, and competent workforce committed to meeting the needs of health center patients cannot be overestimated. The complexity of health care delivery and administration, particularly on behalf of the medically underserved, requires staff and leadership at health centers to have an ever-increasing awareness of effective practices for addressing issues affecting the health workforce. The Community Health Center Equity in Workforce Development Program aims to equip NACHC and community health centers to better recruit and retain staff, more effectively partner with higher education institutions, and be recognized as an employer of choice among health care competitors.

Scope of Work and Deliverables - The RFP seeks bids on the following two projects. **A bidder may apply to one or both projects.** If choosing to apply for both projects, a bidder must submit separately for each project (see *Information Requested* and *Evaluation Criteria* below for more information). The scope of work includes but is not limited to the following major projects and deliverables.

Project 1 - Toolkit/Microsite

Design a toolkit or microsite to support health centers to market themselves as being a part of a wider community health center movement. The resources included in the toolkit/microsite should assist health centers in recruitment and retention. When a community health center or other user downloads resources, they will be prompted to complete a pre-knowledge check and utilization assessment. After three months, the community health center or user will be prompted by email to complete a post-knowledge check and utilization assessment.

Requirements prior to creating deliverables:

- Review of current state of recruitment and retention tactics at community health centers.
 - They must be evenly split between rural and urban areas and cover as many U.S. geographic regions as possible. Ensure inclusion of community health centers that serve the three special populations (overlap is allowed). Recommended to review at least eight large, eight medium, and eight small community health centers.
- Meet and gather feedback/intelligence from identified NACHC staff, representatives from the health center field, and others recommended by both NACHC and the bidder.
- Include justice, equity, diversity, and inclusion (JEDI) approaches.
- Progress report once a month June 1 – October 1 (minimum four progress reports). NACHC will work with contracted entity to identify key reporting metrics.
- NACHC and other applicable partners' feedback and review at major milestones.

Deliverables:

- Social media templates and instructions for using them. Include at least one to three templates for each major social media platform (Facebook, LinkedIn, Twitter, Instagram, and blog posts). Please consider the use of hashtags, for example, #valueCHCs and #FQHC.
- Job announcement templates for both clinical and non-clinical positions. Must include different levels within an organization including entry, mid-level, and senior.
- Case studies of proven recruitment and retention practices in community health centers.

- Complete at least four to six case studies. They should have diverse representations including urban and rural service areas, multiple US geographic regions, and various sized community health centers.
- Use of audio/video modalities to conduct at least four to six interviews with leaders in the community health center movement to be used for recruitment and retention purposes.
 - Include representation split evenly between emerging leaders and people engaged in the community health center movement for many years.
- Template language talking about the health center movement and the attraction to join movements or social causes as part of one's career path.
- Other resources as identified by both NACHC and the bidder.
- Develop a pre-knowledge, post-knowledge, and utilization assessment geared towards health center C-Suite and HR departments.
- **Preferred:** In-house designer that will be able to deliver a final, branded toolkit/microsite.

Audience:

Final toolkit/microsite will be shared with:

- Health Center C-suite
- Health Center HR Departments
- Supervisors (for retention purposes)
- **Preferred:** Translations available and representation in terms of images and languages.

Project 2 - Coalition

Produce recommendations, in the form of a national report, on developing pathways toward careers in community health centers. Coalition members will be sought from existing NACHC partners and to ensure representation from other higher education stakeholders, Historically Black Colleges and Universities (HBCUs) and Minority Serving Institutions (MSIs) will be included. NACHC staff will assist in meeting logistics for the Coalition.

Requirements prior to creating deliverables:

- Review of current state around career development, curriculum requirements, and pathways from higher education to community health centers.
 - They must be evenly split between rural and urban areas and cover as many U.S. geographic regions as possible. Ensure inclusion of clinical and non-clinical professions. Recommended to review at least eight large, eight medium, and eight small higher education institutions.
- Meet and gather feedback/intelligence from identified NACHC staff, representatives from the health center field, and others recommended by both NACHC and the bidder.
- Develop a brief charter and recommended framework for this coalition to convene, brainstorm, discuss recommendations, and finalize a report.
- Recruit a group of panelists to participate in the Coalition that will include:
 - Historically Black Colleges and Universities (HBCUs)
 - Minority-Serving Institutions (MSIs)
 - Asian American and Native American Pacific Islander-Serving Institutions (AANAPISIs)

- Alaskan Native-Serving and Native Hawaiian-Serving Institutions (ANNHs)
- Native American-Serving Nontribal Institutions (NASNTIs)

Deliverables:

- Engagement coordination (planning, facilitation, note-taking) for at least three (3) to four (4) Coalition meetings held between June 2022 and December 2022. Meetings can take place virtually, in-person, or hybrid.
- Progress report within 10 business days of each Coalition meeting with meeting notes included.
- Final report that will detail the recommendations on developing pathways towards careers in community health centers.
- **Preferred:** In-house designer that will be able to deliver a final, branded report.

Audience:

Final Coalition report will be shared with:

- Community Health Centers and Primary Care Associations
- Higher Education Partners
- Funders
- Government Partners
- The Public

Time Period - Time period for services is ~May 1, 2022, through ~January 15, 2023. Contract starts on execution of the contract. Vendor(s) may be retained for a multi-year period of service, based upon successful performance during period of initial service (contract year ending January 31, 2023) and on-going availability of funds.

RFP Timeline:

RFP Release	March 21
Questions Due	March 30
FAQ Release	April 6
RFP Proposals Due	April 20
Contract Award(s)	May 1

Project 1 – Toolkit/Microsite Timeline Guidelines:

Initial/Kickoff Meeting	Between May 1-13
Progress Report #1 Due	June 30
Progress Report #2 Due	July 31
Progress Report #3 Due	August 31
Progress Report #4 Due	September 30
First Draft of Toolkit	November 1
NACHC Responses by	November 14
Final Draft of Toolkit	December 16

Project 2 – Coalition Timeline Guidelines:

Initial/Kickoff Meeting	Between May 1-13
Coalition Progress Reports	Within 10 business days of each meeting
First Draft of Coalition Report	December 1
NACHC Responses by	December 16
Final Draft of Coalition Report	January 13

Funding & Budget Information - Funding will be provided through a grant from Johnson & Johnson. The contract budget will depend on agreed upon scope of work.

Information Requested - Proposals for each Project must be submitted separately using web-based portal by **April 20, 2022**. The system will notify you upon your successful submission into the portal. Incomplete or incorrectly formatted proposals will not be considered. If NACHC selects your proposal, you will be notified on or around **May 1, 2022** (contract starts on execution of contract).

Submission Format Requirements:

- No less than 11-point font
- Calibri (body) or Times New Roman font
- 1-inch margins
- Pages must be numbered on uploaded documents
- Uploads must be in PDF format (except Budget Justification)
- Budget Justification must be in Excel format

[Online Submission Portal](#)

Proposals for each Project must contain the items below in the designated page limits and are evaluated based on the specific criteria outlined in the Evaluation Criteria table below.

Proposal Section	Included	Page Limit
Section A	Point of Contact Information Name/Description of Organization Select Applicable Project Number	n/a
Section B	Capability Statement JEDI Capability Statement Workplan, Project Milestones, & Proposed Timeline	8
Section C	Budget Justification	2
Appendix	Experience & Education Work Samples & Evaluation/Documentation of Success	25
n/a	Signed Attestation Statement (see below – to be completed on online form)	n/a

ATTESTATION

By my signature below, I hereby certify that this Proposal reflects my best estimate of the capability of the organization and the true and necessary costs for the project, and the information provided herein is accurate, complete and current as of the date of my signature below.

I agree that my electronic signature is the legal equivalent of my manual signature on this application.

By typing my name below, I certify that the information provided in the application is true and accurate.

Print Name:

Title:

Organization:

Signature:

Date:

Evaluation Criteria - Complete proposals will be evaluated using the criteria below. If choosing to apply for both projects, a bidder must submit separately for each project but can reuse the Capability Statement and JEDI Capability Statement.

Rating Factor	Application Selection Criteria To earn full points in each domain, the applicant must demonstrate:	Points
Capability Statement	<p>Capability statement gives background on the bidder and demonstrates ability to deliver technical skills and/or subject matter expertise.</p> <p>Please ensure the statement addresses the following:</p> <ul style="list-style-type: none"> • Brief description of the organization. • State project number(s) for the proposed scope of work. • Specific subject matter expertise applicable to the proposed scope of work. • Ability to work with others and collaborate. • The bidder’s established partnerships and relationships that will aid in the proposed scope of work. • A narrative description of the project approach. 	10
Justice, Equity, Diversity, & Inclusion (JEDI) Capability Statement	<p>Capability statement demonstrates experience and ability to deliver technical skills and/or subject matter expertise consistent with justice, equity, diversity, and inclusion (JEDI) principles.</p>	10
Workplan, Project Milestones, & Proposed Timeline	<p>A well formulated and thorough workplan and timeline of project milestones demonstrates ability to deliver technical skills and/or subject matter expertise of proposed scope of work.</p> <p>Please ensure the workplan, project milestones, and proposed timeline are:</p> <ul style="list-style-type: none"> • Clear and consistent with guidelines listed in the RFP. • The information can include but is not limited to narrative form. 	10
Budget Justification	<p>Reasonableness of proposed budget for the scope of work. Reasonableness is assessed based on market or industry standards and in consideration of the not-for-profit status of health centers and NACHC.</p> <p>Please ensure to include:</p> <ul style="list-style-type: none"> • Daily and hourly rates for all experts and staff that may be involved in the scope of work. The rates should reflect overall cost rate inclusive of any fringe, overhead, and/or general & administrative (G&A) expense, if required. Please ensure costs are delineated as appropriate and by task. • Travel expenses (if needed). 	10
Experience & Education	<p>Resume(s)/CV(s) of expert(s)/staff clearly show tenure, professional experience, and/or education that reflects knowledge and ability in content expertise.</p> <ul style="list-style-type: none"> • Submitted documents should reflect expertise in all areas in which that applicant has proposed qualification for. 	10
Work Samples & Evaluation/ Documentation of Success	<p>Evidence of successful and effective outcomes in the proposed content area(s) to the targeted audience(s) (as appropriate).</p>	10

	<ul style="list-style-type: none">• Work Sample(s) should demonstrate evidence of successful analysis, design, and implementation in topic areas listed in proposed scope of work.• Include at least 2 program evaluations or documentation demonstrating a track record of proven success with clients.	
Total		60