



## Scope of Work

### CA Workforce Development Participant Recruitment

#### Chef Ann Foundation

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**Contact:**

Emily Gallivan

[emily.gallivan@chefannfoundation.org](mailto:emily.gallivan@chefannfoundation.org)

720-384-7831

**Overview**

Chef Ann Foundation (CAF) has been working for the last 13 years to implement professional development, technical assistance and funding opportunities to support school meal programs in serving more scratch-cooked meals. As our programs have enhanced the knowledge and tools school food professionals throughout the country have access to, it has become clear that there is a need for a more hands-on program to develop diverse school food leaders in the field of scratch cook operations.

CAF's [Healthy School Food Pathway \(HSFP\)](#) program is a work-based learning experience that aims to prepare individuals for job opportunities in healthy, scratch-cook school food programs. These are the first-ever federally registered apprenticeship programs and workforce learning series for scratch-cooked school food operators. HSFP is being implemented as a three-year pilot program, with the Pre-Apprenticeship and Apprenticeship partnering with California Community Colleges.

HSFP has received significant funding from the state of California to reach key targets for the number of Pre-Apprentices and Apprentices that will cycle through the program throughout the state. The Pre-Apprenticeship is the first step in this pathway so CAF is looking for a consultancy or consultant to lead recruitment efforts in California for Pre-Apprentices. The pool of Apprentices will primarily draw from those

that successfully complete the Pre-Apprenticeship so it is essential that we meet key targets for Pre-Apprentice participation.

The Chef Ann Foundation is a 501(c)(3) non-profit working to ensure that school food professionals have the resources, funding and support they need to provide fresh, healthy, delicious, cook-from-scratch meals that support the health of children and our planet. To date, we've reached more than 13,000 schools and 3.3 million kids with healthy school food programming.

### **Project Scope**

Relevant projects/tasks include but are not limited to:

- Establish relationships and partnerships with new community college partners as new K-12 district partners are brought on to support the promotion of the HSFP program to students. K-12 district partners are identified and brought on through a detailed assessment of their meal program so the community college pairings must align with and be driven by the selection of K-12 districts.
- Where community college partners are limited or not available, lead the exploration and development of alternative partnerships to support recruitment efforts.
- Maintain existing partnerships with community college partners to ensure updates and marketing materials are shared with the appropriate parties.
- Lead marketing efforts with community college partners, as well as other established partners to reach students and support them with the application process for the Pre-Apprenticeship through the Spring of 2025. These efforts will be in accordance with CAF goals for Pre-Apprenticeship participants, approximately 1,200 qualified individuals enrolled in the program by June 2025. We expect that this will require approximately 1,500 applicants over the same time period.
- Design and implement an outline for enrollment strategy for statewide expansion.
- Keep shared notes around process and progress in accordance with hours spent on work activities and partner status.
- Work with the CAF team to make sure they are updated in real-time with partner updates and ensure that the CAF team is part of the relationship building with each partner.
- In-person visits as needed to achieve the above projects and tasks.

### **Budget & Timeline**

- SOW released: January 26, 2023
- Proposals due: February 13, 2023 at 5pm PST
- Contract awarded: March 3, 2023

- Work begins: March 15, 2023
- Year 1: March 15, 2023 - February 29, 2024: \$250,000
  - Targeted Number of Qualified Pre-Apprentices: At least 500
- Year 2: March 15, 2024 - June 30, 2025: \$350,000
  - Targeted Number of Qualified Pre-Apprentices: At least 700

Payment will be made based on the number of Pre-Apprentices enrolled in the program for each cohort. Possibility of extension beyond June 2025 pending work outcomes and available funding.

### **Staff Resources**

This project will be directed by CAF's Senior Director of CA Workforce Programs, Emily Gallivan, with assistance from James Arens, Senior Program Coordinator.

### **Terms & Conditions**

1. Proposals should be delivered to Emily Gallivan at [emily.gallivan@chefannfoundation.org](mailto:emily.gallivan@chefannfoundation.org) by 5pm PST on Monday, February 13, 2023. Proposals should be no more than 3 pages in length plus attachments.
2. All proposals must include a statement of authorization to bid signed by a principal of the responding company.
3. Parties submitting separate proposals may not discuss pricing information or they will be ineligible to bid on the project.
4. Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits.
5. Chef Ann Foundation will own all content rights associated with this project.
6. All proposals must use the proposal format outlined in this solicitation.

### **Proposal Format**

1. **Executive Summary and Proposed Process:**
  - a. Provide an overview of your proposed approach and the history of your organization and its leadership
2. **Management Process**
  - a. Organizational Structure: include the communication process, point(s) of contact, lines of reporting, and any special tools used
  - b. Recruitment Approach: strategies and key initiatives utilized to meet recruitment goals
  - c. Schedule of Deliverables: include key performance indicators to measure progress

- d. Project Assurance: explain the system used to identify, evaluate, track, and facilitate the recruitment and marketing approach and any issues and/or changes needed to achieve deliverables
- e. Budget: How you will utilize funds to meet project deliverables, including an hourly rate and hourly breakdown for team members on the project.

### 3. Attachments

- a. Experience and Capabilities: relevant case histories with links to access previous work
- b. Qualifications: short biographies of all team members who will work on the project including prior experience on similar projects
- c. References: contact information for 3 references who can speak to your experience, capabilities, and qualifications as relevant to this project

### Contact

Please contact Emily Gallivan at [emily.gallivan@chefannfoundation.org](mailto:emily.gallivan@chefannfoundation.org) with any questions. Questions must be submitted by 5pm PST on Monday, February 6th.