



## Request for Proposals

The National Association of Workforce Development Professionals is seeking an entity to design exam questions for the Certified Workforce Development Professional (CWDP) Credential.

The National Association of Workforce Development Professionals (NAWDP) is the leading association of workforce development professionals in the United States with a mission of enhancing the skills, knowledge, and networking opportunities for workforce development professionals across multiple sectors.

### **BACKGROUND AND OVERVIEW:**

The National Association of Workforce Development Professionals, or “NAWDP,” is organized as a 501(c)(6) association dedicated to:

- supporting the career development of individuals whose work focuses on achieving the employment objectives of job seekers and local businesses;
- setting the standards of excellence against which workforce development professionals are measured; and
- recognizing individual accomplishments and leadership that help advance the industry as a whole.

Additionally, NAWDP works to inform, improve and support the workforce development field through advocacy, partnerships and project work.

In 1999, NAWDP developed and began awarding the Certified Workforce Development Professional (CWDP) credential using technically sound research based on the job requirements of a wide range of workforce development roles. The results have been validated by professionals across the nation in a variety of workforce settings as representative of the skills and competencies required for success in the industry. The CWDP designation offers recipients a nationally recognized and portable credential.

### **PURPOSE:**

As a result of continuous improvement as determined by the NAWDP Board of Directors, **NAWDP is considering the implementation of a competency exam** in its awarding of the CWDP credential.

**NAWDP is seeking proposals to design an exam to test core workforce development competency and knowledge based on the 5 CWDP Core Competency Areas:** (See “Attachment A” for detailed descriptions)

- CUSTOMER SERVICE METHODOLOGY
- DIVERSITY IN WORKFORCE DEVELOPMENT
- LABOR MARKET INFORMATION AND INTELLIGENCE
- PRINCIPLES OF COMMUNICATION
- WORKFORCE DEVELOPMENT STRUCTURE, POLICIES AND PROGRAMS

**SCOPE OF WORK INCLUDES:**

- Respondent must develop a SCORM and ADA compliant exam that can be administered electronically.
- Respondent must develop an exam of valid and rigorous multiple choice questions for each of the Core Competencies.
  - Questions must be written at or above a sixth grade reading level using Flesch-Kincaid methodology.
  - Each Core Competency must include a minimum of 50 questions (for a total of 300 questions across competencies).
  - Exam questions should be written in multiple choice format, with distribution of the following throughout the exam:
    - 10% of correct responses having varied response options (i.e., responses will require the selection of a combination of multiple responses per question to correctly answer the question- “choose all that apply”) and.
    - 25% of correct responses having one best answer that is comprised of two or more single question options (e.g., d) a, b, and c).
- Respondent must have the ability to deliver questions to NAWDP by July 1, 2019.

**SCHEDULE OF ACTIVITIES:**

<b>RFP Released</b>	March 25, 2019
<b>Question and Response Period</b>	March 25, 2019 – question submissions accepted April 12, 2019 – responses provided
<i>***Requests for additional details will be honored between March 25 and April 8, 2019. All requests must be emailed to melissa@nawdp.org, with the Subject Line: CWDP RFP Questions.</i>	
<b>RFP Submission Deadline</b>	April 26, 2019
<b>Review and Selection Period</b>	April 26 – May 6, 2019
<b>Notice of Selection</b>	May 6, 2019
<b>Exam Questions submitted to NAWDP</b>	July 1, 2019

## **INSTRUCTIONS FOR SUBMITTING RFP:**

RFP responses should follow the order below and **must** include all requested information for consideration, unless indicated as “optional”: *This is a BLIND REVIEW by the Review Committee. Please refrain from using your organization’s name when answering questions.*

1. Describe previous experience working or consulting the field of workforce development.
2. Describe previous experience in developing competency exam content.
3. Describe experience working with an association or national organization in developing exam content.
4. Describe the methodology that will be used in writing exam questions.
5. Provide a role description and brief bio of all project team members who will contribute significantly to this project, inclusive of professional titles, degrees, and experience.
6. OPTIONAL - Include price of a study guide that NAWDP can purchase, separate from the exam design cost.
7. Submit a detailed line item budget.
8. Submit a detailed timeline of how tasks will be accomplished within given timeframe.
9. Provide 3 Quality Work Samples/Links
10. Give 3 references that can verify experience in Items #1, 2 and 3.
11. Submit a copy of your organization’s:
  - Non-Discrimination in Employment Policy
  - Applicant’s Confidentiality Policy
12. Does your organization have the capability of providing a testing platform?  
*For Informational Purposes Only: NAWDP is collecting information for a future RFP release for a Learning Management System. This will not be factored into the evaluation of this proposal.*

**All submissions must be emailed to [melissa@nawdp.org](mailto:melissa@nawdp.org) with the Subject Line: CWDP RFP Submittal by 11:59 PM – Eastern Standard Time, April 26, 2019. The body of the email must include the name of the organization and name of the contact person, with contact information. The RFP document must be submitted as an attachment to the email.**

Submissions will be rated based on the following evaluation criteria:

### RFP SCORING MATRIX

	<b>Maximum Points</b>
<b>TEST DEVELOPMENT</b>	<b>100</b>
<b>Professional Credential Requirements</b>	<b>20</b>
1.1 All Professional Requirements Met (all or no points)	20
<b>Experience</b>	<b>25</b>
2.1 Experience Developing Tests/Assessments for Workforce Development Related Competencies	5
2.2 Experience Developing Competency Based Tests Versus Curriculum Based Tests	10
2.3 Experience Developing Assessments to National Organizations/Member Organizations Versus Classroom Assessments	10
<b>Methodology</b>	<b>20</b>
3.1 Methodology Description	10
3.2 Question Validity	10
<b>Timeline</b>	<b>20</b>
4.1 Detailed Timeline	10
4.2 Milestones Identified	10
<b>Work Samples</b>	<b>15</b>
5.1 Quality Work Samples (minimum of three)	-
5.1.1 Sample 1	5
5.1.2 Sample 2	5
5.1.3 Sample 3	5

**ANTI-DISCRIMINATION:** By submitting their applications, applicants certify to the NAWDP that they will conform to the provisions of the Federal Civil Rights Act of 1964, as amended, as well as the Americans with Disabilities Act. If the award is made to a faith-based organization, the organization shall not discriminate against any recipient of goods, services, or disbursements made pursuant to the contract on the basis of the recipient's religion, religious belief, refusal to participate in a religious practice, or on the basis of race, sex, color, national origin, religion, sexual orientation, gender identity, age, political affiliation, disability, or veteran status.

**CONFIDENTIALITY OF PERSONALLY IDENTIFIABLE INFORMATION:** The recipient assures that information and data obtained as to personal facts and circumstances related to test taker will be collected and held confidential, during and following the term of this agreement, and unless disclosure is required pursuant to court order, subpoena or other regulatory authority, will not be divulged without the individual's and the agency's written consent and only in accordance with federal law. Recipients who utilize, access, or store personally identifiable information as part of the performance of this contract are required to safeguard this information and immediately notify the NAWDP of any breach or suspected breach in the security of such information. Recipients shall allow the NAWDP to both participate in the investigation of incidents and exercise control over decisions regarding external reporting. Recipients and their employees working on this project may be required to sign a confidentiality statement.

**NONDISCRIMINATION OF SUBRECIPIENTS:** An applicant or recipient shall not be discriminated against in the solicitation or award of this contract because of race, religion, color, sex, national origin, sexual orientation, gender identity, age, political affiliation, disability, veteran status, faith-based organizational status, any other basis prohibited by state law relating to discrimination in employment or because the applicant employs ex-offenders unless the state agency, department or institution has made a written determination that employing ex-offenders on the specific contract is not in its best interest. If the award of this contract is made to a faith-based organization and an individual, who applies for or receives goods, services, or disbursements provided pursuant to this contract objects to the religious character of the faith-based organization from which the individual receives or would receive the goods, services, or disbursements, the public body shall offer the individual, within a reasonable period of time after the date of his objection, access to equivalent goods, services, or disbursements from an alternative provider.

**OWNERSHIP OF MATERIAL:** Ownership of all data, material and documentation originated and prepared for the NAWDP pursuant to the RFP shall belong exclusively to the NAWDP. Trade secrets or proprietary information submitted by an applicant shall not be subject to public disclosure; however, the applicant must invoke the protection of this section prior to or upon submission of the data or other materials, and must identify the data or other materials to be protected and state the reasons why protection is necessary.

**PRIME RECIPIENT RESPONSIBILITIES:** If approval is granted by the NAWDP to subcontract any portion of this contract, the recipient shall be responsible for completely supervising and directing the work under the contract and all subcontractors that he may utilize, using his best skill and attention. Subcontractors who perform work under this contract shall be responsible to the prime recipient. The recipient agrees that he is as fully responsible for the acts and omissions of his subcontractors and of persons employed by them as he is for the acts and omissions of his own employees.

**SUBCONTRACTS:** No portion of the work shall be subcontracted without prior written consent of the NAWDP. In the event that the recipient desires to subcontract some part of the work specified herein, the recipient shall furnish the NAWDP the names, qualifications and experience of their proposed subcontractor(s). The recipient shall, however, remain fully liable and responsible for the work to be done by its subcontractor(s) and shall assure compliance with all requirements of the contract.

**RECIPIENT AS INDEPENDENT CONTRACTOR:** During the performance of this agreement, the recipient shall be regarded as an independent entity and not as an agent or employee of the NAWDP. The recipient shall be responsible for all its own insurance and federal, state, local and social security taxes.

## **ATTACHMENT A**

### **5 Core Competency Areas and Descriptions**

#### **CUSTOMER SERVICE METHODOLOGY**

- Identifies customer needs and expectations to create positive customer satisfaction.
- Places appropriate emphasis on “excellence” and “speed of response” in work performance.
- Positions workforce development programs as a primary community partner in the service area.
- Understands the essential elements of a helping relationship, including rapport, trust, and mutual respect.
- Understands who the principal customers of the workforce development system are and treats all with respect.

#### **DIVERSITY IN WORKFORCE DEVELOPMENT**

- Adapts materials and services to address diverse needs of customers.
- Creates an environment that enables all individuals to contribute to their fullest potential.
- Identifies and implements innovative methods for delivering services to diverse or special populations.
- Understands the special employment needs of diverse groups.

#### **LABOR MARKET INFORMATION AND INTELLIGENCE**

- Accesses, analyzes, and uses local, state, and national electronic and non-electronic labor market information delivery systems and databases.
- Identifies information individuals need, including assessment, in order to make realistic career decisions, and where that information can be found.
- Provides updated LMI to employers, job seekers, and staff to develop opportunities.
- Understands basic computer technology used in workforce development.
- Understands the types of labor market information available and the uses of such information.

#### **PRINCIPLES OF COMMUNICATION**

- Asks questions for clarification.
- Communicates with internal and external customers.
- Demonstrates teamwork skills.
- Demonstrates the skill, ability, and willingness to conduct employment-related workshops.
- Speaks to single individuals or large groups in order to teach, inform, or persuade.
- Seeks input/feedback from employers and job seekers.
- Understands the language used by business and employers.
- Values and demonstrates public relations skills and marketing skills.
- Writes case notes, memos, reports and other correspondence using appropriate grammar, spelling and punctuation.

#### **WORKFORCE DEVELOPMENT STRUCTURE, POLICIES AND PROGRAMS**

- Demonstrates knowledge of federal, state, and local workforce development programs, funding guidelines, and workforce development codes.
- Interprets current laws and structure to deliver appropriate services, and understands how their own work impacts the system’s goals.
- Relates public workforce development policy, initiatives, and funding sources with the current system.
- Understands who the principal customers of the workforce development system are.