

Request for Proposals

High Tech Talent

**Contact:**

Ryan Michael, Senior Executive, Office of Future Mobility and Electrification

Department of Labor and Economic Opportunity

Michaelr2@michigan.org

**Deadline for Submissions:**

**5:00PM on September 19, 2022**

September 9, 2022

**SECTION I**

**OVERVIEW**

**THE OPPORTUNITY**

The Michigan Department of Labor and Economic Opportunity (LEO) is issuing this Request for Proposals (RFP) to interested parties to provide services with the goal of introducing and deploying pilots and utilizing market research and findings to develop long-term recommendations for Michigan to develop its statewide high tech talent pipeline. LEO anticipates awarding up to $2,000,000 to a Grantee for an anticipated one-year period covering January 1, 2023 – December 21, 2023. This Grant may be renewed for up to two additional one-year periods subject to available funds. Renewal is at the sole discretion of the State and will automatically extend the Term of this Grant. The State will document its exercise of renewal options via an Amendment.

LEO seeks to secure a qualified entity to support the state’s efforts in the following areas:

* Growing the future pipeline of science, technology, engineering, and math (STEM) talent in the face of challenging demographics.
* Retaining high-tech talent currently at Michigan universities.
* Identifying, highlighting, and growing technology hubs in urban, rural, and other areas of Michigan where a digital workforce can live, work, and play.
* Strengthening Michigan’s reputation as a tech-talent hub

**BACKGROUND:**

In Michigan, approximately 1 in 5 jobs is tied to the automotive industry, which is at a significant inflection point and is undergoing a complete transformation. Tech-talent is a highly sought-after workforce with the skills to drive growth and innovation. These skills could include a wide variety of roles including IT professionals, computer science professionals, software developers, engineers, data scientists, and many more emerging positions, each of whom will have distinct roles in the advancement of Michigan’s automotive and related industries as it transitions from internal combustion engines (ICE) to electric vehicles (EV), autonomous vehicles (AV), connected vehicles (CV) and other mobility solutions.

In this regard, Michigan is currently facing a significant tech-talent shortage and lags behind other states and markets in developing the talent it needs to sustain its economy. Our population and demographic trends are not working in our favor, and our graduates are not remaining in Michigan in numbers needed. As our industries, primarily automotive and related sectors, continue to innovate in manufacturing, the shift toward the digital economy and the need for white-collar tech skills is apparent. Our companies’ livelihoods are dependent upon attracting or developing this talent in significant numbers. Michigan’s future economic growth depends on the ability to develop, retain and attract high-tech talent across all industries, which not only will secure our collective industrial future but will also allow Michigan to continue to maintain its position as the cradle of innovation it has been for more than a century. The development and engineering required for that to happen here requires a significant effort to draw new manufacturing, tech and other companies who seek to hire the best and break the Michigan’s perception as having a tech-talent deficiency.

 **PURPOSE:**

The intention of this project is to find ways to introduce and deploy pilot projects and utilize market research and findings to develop long-term recommendations for Michigan. LEO is requesting proposals from interested parties to establish a statewide coalition of automotive industry, higher education, economic development organizations, and workforce development organizations to develop our statewide high-tech talent. Respondents must have a strong understanding of the automotive and mobility ecosystem and the talent needs associated with the statewide transformation from ICE to C/A/EV and demonstrate that it maintains partnerships throughout the state. The role of the respondent organization is to lead the coalition’s efforts and to act as a statewide authority on high-tech talent growth. The organization must possess the capacity to carry out their responsibilities to coordinate and perform administrative activities, communicate goals, and ensure an innovative approach to the project. Throughout the duration of the grant, the organization will work closely with LEO, as all final decisions about the program’s strategic direction and vision will be made by the Grant Administrator.

**SCOPE OF SERVICES:**

LEO seeks to secure a qualified entity to provide at least, but not limited to, the following:

**Strengthen and grow the student to grad corporate pipeline**

* Launch a pilot project with select Michigan universities to engage, track, guide, and retain students in statewide high school FIRST Robotics, Square One Network, and VEX programs to develop and retain a high-tech talent pipeline.
* Identify students participating in robotics programs in K-12 and develop a methodology to connect and remain connected with them, track them into 4-year institutions, communicate constantly, and improve the retention rate of high-tech talent to work in Michigan industries.

**Measure industry perception and demographics and drive industry brand and community**

* Establish, and annually measure a perception baseline and changes as to whether Michigan and its signature industries (i.e., automotive and mobility) are desired career paths. Build brand campaigns, talent attraction platforms, and DEI analyses.
* Assess, through market research, the perception of students and influencers (parents, teachers, counselors) in the state and outside of the state to understand key issues driving talent into key sectors.

**Benchmark growing tech sectors in North America and develop a plan to retain/attract talent in Michigan**

* Lead a comprehensive analysis of what factors attract high tech talent to concentrate where they do globally.
* Identify industry sectors and localities where high-tech talent is required.

**Formalize a tech sector organization across the Upper and Lower Peninsulas to advance IT and Tech Talent**

* Create a formalized organization to bind the various tech sector communities across the Upper and Lower Peninsulas.
* Build a network that convenes and cultivates technology worker hubs, supports placemaking, and attracts and retains technology talent across all industries.

**Administrative**

* Provide LEO with updated program information to be used for marketing materials.
* Process special information requests from LEO, such as metrics and success stories.
* Participate in scheduled update calls with LEO.
* Provide quarterly written summary of progress, outlining work accomplished during the previous reporting period.
* Participate in an evaluation and support efforts to assess outcomes and make program improvements.

**PERFORMANCE MEASURES:**

To demonstrate grant success, respondents must be able to track and report on the following anticipated performance measures:

|  |
| --- |
| **Performance Measures**  |
| Identify and benchmark number of students engaged in First Robotics, NEXT, and similar programs in Michigan to track future retention and growth |
| Establish a baseline of talent attraction, DEI and other campaigns and platforms currently leveraged to grow Michigan’s High Tech Talent |
| Identify and analyze via case study up to 10 markets on how they have cultivated and promoted high-tech talent growth and retention |
| Creating a formalized tech-talent organization to benefit Michigan’s High-Tech Talent future |

**REPORTING REQUIREMENTS**

To ensure quality execution of this grant, the organization is responsible for participating in scheduled check-in calls and submitting Narrative Progress Reports and Financial Reports to LEO. Report templates will be provided.

**SECTION II**

**PROPOSAL FORMAT**

**REQUIRED PROPOSAL COMPONENTS**

Respondents are encouraged to be innovative in their proposed design and delivery of this grant. The following proposal components outline the requirement for this RFP:

* Business Organization and History
* Scope of Services
* Competence, Experience, and Staff Capacity
* Budget/Budget Narrative

**Business Organization and History**

State the full name, address, phone number, and contact person for Respondent organization and, if applicable, the branch office or other subordinate element that will perform, or assist in performing, the work. Indicate whether it operates as an individual, partnership, or corporation; if as a corporation, include the state in which it is incorporated. If appropriate, the proposal must state whether the organization is licensed to operate in the State of Michigan.

**Scope of Services**

Please provide a narrative description of the Respondent organization’s ability, capacity, and plan to deliver the *Scope of Services* in each areabelow as described in Section I above:

* Strengthen and grow the student to grad corporate pipeline
* Measure industry perception and demographics and drive industry brand and community
* Benchmark growing tech sectors in North America and develop a plan to retain/attract talent in Michigan
* Formalize a tech sector organization across the Upper and Lower Peninsula to advance IT and Tech Talent

**Competence, Experience, and Staff Capacity**

Describe the prior experience of the Respondent organization that may be considered relevant to the successful accomplishment of the scope of services defined in this RFP. Include sufficient detail to demonstrate the relevance of such experience. In this section, proposals submitted should include descriptions of qualifying experience that include project descriptions, costs, and starting and completion dates of projects successfully completed.

The Respondent must be able to staff a project team which possesses talent and expertise in the field of the requirements of this RFP. Identify staff leads assigned by name and title. Include experience and any other appropriate information regarding the work team’s qualification to implement the scope of services. Show where the project team will be physically located during the time they are engaged in the work. Indicate which of these individuals is considered key to the successful completion of the work. Do not include any financials for the contemplated work within the Proposal. Resumes of qualifications should be supplied for proposed project personnel.

Include the name and telephone number of person(s) in the Respondent organization authorized to expedite any proposed grant with the LEO.

Include any other information that is believed to be pertinent, but not specifically asked for elsewhere.

Preference will be given to in-state organizations that can demonstrate existing partnerships with corporations in the automotive/mobility sector, business and industry associations, higher education, and the economic development community.

**BUDGET/BUDGET NARRATIVE**

A comprehensive budget covering the grant period is required. Please complete the appropriate section of Attachment A: Proposal Template, which includes components such as personnel, fringe benefits, indirect costs, travel, supplies and materials, contractual services and other. The Budget Narrative must thoroughly describe how the planned expenses and requested funding support the scope of services.

**PROPOSAL FORMAT**

The proposal narrative addressing the scope of work and deliverables, is limited to no more than ten (10) pages, single spaced, single side 8.5 x 11 page with 12-point Arial font, using one-inch margins.

**SECTION III**

**RFP PROCESS AND TERMS AND CONDITIONS**

**TIMELINE FOR GRANT PROPOSAL AND AWARD**

**Proposals must be submitted to the contact person listed below via email by 5:00 PM on September 19th, 2022.**

Contact: Ryan Michael, Senior Executive, Office of Future Mobility and Electrification

517-331-7263

Michaelr2@michigan.org

All respondents will be contacted regarding their status and/or potential grant award per the following schedule:

|  |  |
| --- | --- |
| DATE | ACTIVITY |
| September 9, 2022 | RFP Posted |
| September 19th, 2022 | **Deadline for Submission** |
| November 1, 2022 | Awardee Notified  |
| January 1, 2023 – December 31, 2023 | Anticipated Grant Period |

**ELIGIBLE RFP RESPONDENTS**

Examples of eligible Respondents include, but are not limited to:

* Economic Development Organizations
* Business and Industry Associations
* Non-Profit Organizations

**PROPOSALS**

To be considered, Respondents must submit a complete response to this RFP by 5pm on Monday, September 19, 2022. No other distribution of proposals is to be made by the Respondent. Respondent's proposal must be submitted in the format outlined below. There should be no attachments, enclosures, or exhibits other than those required in the RFP or considered by the Respondent to be essential to a complete understanding of the proposal. Each section of the proposal should be clearly identified with appropriate headings.

The Technical Proposal must be **signed physically or electronically** by an official of the Respondent authorized to bind the Respondent to its provisions. The rates quoted in the budget must remain firm for the period indicated in Section I.

Each proposal should be prepared simply and economically, providing a straightforward, concise description of the Respondent’s ability to meet the requirements of the RFP. Emphasis should be on completeness and clarity of content.

**SELECTION CRITERIA**

Respondents will be rated on evidence of the capacity, commitment, and experience to carry out program management responsibilities; experience of the selected Organization; and a plan for decision-making and internal communications. Preference will be given to organizations with existing knowledge of industrial high-tech talent needs and can demonstrate existing partnerships with collaborators including large and medium corporations, economic development entities, and educational organizations.

Responses to this RFP will be evaluated based upon a three-step selection process. The proposal must address the requirements described in Section II of this RFP.

The first step is an evaluation of which proposals satisfactorily meet the requirements of this RFP.

Step I – Evaluation for Compliance

* 1. *Proposal Content* – Proposals will be screened for technical compliance to include but not limited to:
* Timely submission of the proposal.
* Proposal, Budget, and Budget Narrative clearly identified.
* Proposal signed physically or electronicallyby an official of the Respondent authorized to bind the Respondent to its provisions.
* Proposals satisfy the form and content requirements of this RFP.

Step II – Criteria for Satisfactory Proposals

1. During the second step of the selection process, proposals will be considered by a Joint Evaluation Committee (“JEC”) comprised of individuals selected by LEO. Only those proposals that satisfy the requirements described in this RFP, as determined is the sole discretion of the JEC, will be considered for evaluation in Step II. The JEC reserves the right to request additional information from any Respondent.
2. *Competence, Experience and Staffing Capacity* – The proposal should indicate the ability of the Respondent to meet the requirements of this RFP, especially the quality, and recent projects similar to that described in this RFP. The proposal should indicate the competence of the personnel whom the Respondent intends to assign to the project, including education and experience, with particular reference to experience on projects similar to that described in this RFP.
3. *Delivery of* *Scope of Services* – The proposal should indicate the ability of the Respondent to execute the Scope of Services as described in Section I above.
4. During the JEC’s review, Respondents may be required to make oral presentations of their proposals to the JEC. These presentations provide an opportunity for the Respondents to clarify the proposals. LEO will schedule these presentations, if required by the JEC.

Step III – Criteria for Satisfactory Budget/Budget Narrative

1. Based on what is in the best interest of the State of Michigan, LEO will award the Grant considering value, quality, and the ability to meet the objectives of this RFP, of proposals that were approved as a result of this three-step evaluation process.
2. LEO reserves the right to consider economic impact on the State when evaluating proposal budgets. This includes, but is not limited to, job creation, job retention, tax revenue implications, and other economic considerations.
3. The award recommendation will be made to the responsive and responsible Respondents who offer the best value to LEO and the State of Michigan. The Respondents offering the best proposal that meets the objectives of the RFP will determine best value*.*
4. LEO reserves the right to award to another “best value” Respondent in case the original Respondent does not accept the award, or to multiple Respondents.

**Scoring Criteria for Proposals**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|   | EXEMPLARY | ADEQUATE | NEEDS IMPROVEMENT | MISSINGINFORMATION | SCORE |
| Proposal Compliance (Up To 10 Points) |   |   |   |   |   |
| Proposal Narrative(Up To 50 Points) |   |   |   |   |   |
| Organization/Partnerships/Staffing(Up to 15 points) |   |   |   |   |   |
| Budget/Budget Narrative(Up To 25 Points) |   |   |   |   |   |
| Totals |  |  |  |  |  |

**ATTACHMENT A**

**PROPOSAL TEMPLATE**

**Deadline for Submissions: 5:00 PM on September 19, 2022**

**PROPOSAL RESPONDENT INFORMATION:**

Respondent Type: Select Respondent Type

Organization Name: Click here to enter Organization Name

Contact Name: Click here to enter Contact Name

Title: Click here to enter Title

Address: Click here to enter Street Address
Click here to enter City, State, and Zip Code

Phone: Click here to enter Phone Number

Email: Click here to enter Email Address

Website: Click here to enter Website

**PROPOSAL NARRATIVE: Competence, Experience and Staffing Capacity**

Please provide a narrative description of the Respondent organization’s *Competence, Experience and Staffing Capacity* pertaining to the management of this grant:

Click here to enter **Competence, Experience and Staffing Capacity**

**PROPOSAL NARRATIVE: Scope of Services**

Please provide a narrative description of the Respondent organization’s ability, capacity and plan to deliver the *Scope of Services* in each areabelow as described in Section I above, including the following:

* Strengthen and grow the student to grad corporate pipeline
* Measure industry perception and demographics and drive industry brand and community
* Benchmark growing tech sectors in North America and develop a plan to retain/attract talent in Michigan
* Formalize a tech sector organization across the Upper and Lower Peninsula to advance IT and Tech Talent

Preference will be given to organizations with existing work and experience in STEM education and growing opportunities, demonstrate existing partnerships with funders, both in state and out of state, and educational organizations.

Click here to enter **Scope of Services**

**BUDGET/BUDGET NARRATIVE**

Please provide a budget and budget narrative to cover the costs to deliver the services stated in the proposal for a period covering January 1, 2023 through December 31, 2023:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Grant Funds | Cash Match | In-Kind Match | Totals |
| Salaries/Personnel  |  |  |  |  |
| Fringe Benefits |  |  |  |  |
| Travel |  |  |  |  |
| Materials and Supplies |  |  |  |  |
| Contractual Services |  |  |  |  |
| Other |  |  |  |  |
| Totals |  |  |  |  |

Please include below narrative descriptions for all items included in the budget above:

**Salaries/Personnel**

*\*Please include time commitments for personnel in terms of full-time equivalents, half time equivalents, quarter time equivalents, etc.*

Click here to enter **Salaries/Personnel**

**Fringe Benefits**

*\*Calculate percentage of Salaries above*

Click here to enter **Fringe Benefits**

**Travel**

Click here to enter **Travel**

**Materials and Supplies**

Click here to enter **Materials and Supplies**

**Contractual Services**

Click here to enter **Contractual Services**

**Other**

Click here to enter **Other**