



American Association  
for Employer Relations +

# Request for Proposal

## Training Programs for Employer Relations & Business Services

**Grant ID: A+2024-02**

Date Issued: October 28, 2024

RFP Submissions Due: December 9, 2024

Issued By: American Association for Employer Relations + (A+)

### Introduction

American Association for Employer Relations + (A+) is seeking innovative proposals from individuals and organizations for the creation of a virtual onboarding orientation curriculum targeted at employer relations and business services professionals. We are particularly interested in a curriculum that provides a foundational understanding of the national employer landscape and helps beginners understand employer engagement and job development.

## Grant Guidelines

Applicants are seeking the opportunity to become instructors for A+, responsible for designing and implementing the proposed curriculum. Selected instructors will be expected to develop the curriculum for A+ and record it for use by members. The curriculum will be fully owned by A+.

- **Grant Award:** Up to \$300 per 90-minute training program
- **Eligible Applicants:** A+ Pro, A+ Elite, and A+ VIP Members can apply
- **Virtual Training Program Length:** 90 minutes divided into three 30-minute segments with a quiz following each segment
- **Presentation Format:** PowerPoint or similar presentation software presented in webinar format via Zoom.
- **Misc:** Applicants can apply for more than one award.

## Proposal Requirements

Proposals must adhere to the following guidelines:

1. **Proposal Format:** No more than two pages, excluding any necessary appendices.
2. **Font:** Times New Roman or Arial, Size 12, one-inch margins
3. **Topic Structure:** Proposals should be organized into a series of topics related to *Recruiting & Talent Acquisition*.
4. **Learning Outcomes:** Proposals must clearly identify at least three measurable learning outcomes that will be achieved through the training program.
5. **Outcome Measurement:** The curriculum must include three quizzes to measure competence.
6. **RFP Submissions:** All proposals must be emailed to [info@aaer-web.com](mailto:info@aaer-web.com) by 5 PM. December 9th.

## Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Innovation (25 pts):** The originality and creativity of the proposed project.
- **Relevance: (25):** The relevance of the topics to today's workforce.
- **Flow (10 pts):** The topics relate to and build upon each other in a meaningful way.

- **Engagement (10 pts):** The subject matter and delivery must be engaging and interesting.
- **Applicable (25 pts):** The content must apply to new employer relations and business services professionals
- **Work Sample (5 pts):** Work Samples should be professional and well-designed

### Timeline

- **RFP Announcement:** October 28, 2024
- **Proposal Submission Deadline:** December 9, 2024
- **Notification of Awards:** December 2024
- **Project Commencement:** January 2024
- **Grant Award:** Issued within 30 days of project completion

**Grant Submission:** Grant proposals will need to include responses to the following:

#### 1. Cover Page

- a. Must identify Grant ID Number: A+2024-01
- b. Facilitator name or organization name
- c. Describe the credentials and expertise of the facilitator
- d. Explain why you are interested in this opportunity

**Note:** does not count toward the 2-page proposal limit

#### 2. Narrative:

- a. List the topics to be covered in the 90-minute webinar, and why you selected them.
- b. List the identified learning outcomes.
- c. Statement of Relevance: explain why these topics are relevant for new hires in employer relations and business services.
- d. A+ aims to educate new employees about the three major career center systems across America: Universities, Community Colleges, and Public/WIOA affiliated. Write a statement about your thoughts/ideas on how this can be accomplished.
- e. What makes your approach innovative/different?

- f. A+ wants ER/BS reps to collaborate with other institutions and community partners. Share your thoughts on how you will integrate content about external partnerships.

**3. Work Sample:**

- a. Include 1 -3 concept slides for this project
- b. Include a past or potential presentation/work sample

**Note:** does not count toward the 2-page proposal limit

Forward questions to Monique Fernandez at [monique@aaer-web.com](mailto:monique@aaer-web.com).